



Michael Mendenhall

Chief Marketing Officer and Chief Communications Officer

Michael Mendenhall is Chief Marketing Officer and Chief Communications Officer at Flex (NASDAQ: FLEX). Flex is a leading sketch-to-scale™ solutions company that designs and builds intelligent products for a connected world. With more than 200,000 professionals across 30 countries and a promise to help make the world Live Smarter™, the company provides innovative design, engineering, manufacturing, real-time supply chain insight and logistics services to companies of all sizes in various industries and end-markets.

Mr. Mendenhall most recently served as the Executive Vice President and Chief Marketing and Communications Officer for Fusion-io, Inc., starting in May of 2014. In this role, he was responsible for repositioning the company to align with corporate business objectives and for launching several new products, including the company's critically acclaimed Generation 3. From that launch Mr. Mendenhall delivered over 63 million gross impressions, garnered highly positive third-party reviews, and added over \$200 million in value to the stock. He played a key role in the successful acquisition of Fusion-io by SanDisk, a highly regarded Fortune 500 company.

Mr. Mendenhall previously served as the Senior Vice President and Chief Marketing Officer for Hewlett-Packard (HP), a worldwide leader in technology and research development. He directed all aspects of corporate marketing operations globally. B2B Marketing named him Marketer of the Year in 2008, 2009, and 2010, and The Internationalist named him Internationalist of the Year for his global work.

Before HP, Mr. Mendenhall spent 17 years at The Walt Disney Company, concluding his tenure there as Executive Vice President of Global Marketing for Walt Disney Parks and Resorts, a \$10B business spanning North America, Europe, and Asia. Mr. Mendenhall's work won numerous third-party accolades, including an Emmy Award as well as 2000 and 2001 Silver Lions for Best Corporate Campaign Award at the International Advertising Festival in Cannes, France. Mr. Mendenhall has been a member of the World Economic Forum's Global Agenda Council on Marketing and Branding, and he currently is a member of the Academy of Television Arts and Sciences. He also serves on the board of the Ad Council in



New York City, is a member of the Flex Audit Committee, Chairman of the Flex Foundation Board, Executive Sponsor of the Ethics & Compliance Committee, Member of M50, Member of the World Economic Forum Strategic Group, is a Parliament Member and has also been honored with the CMO Growth Award 2015 from the CMO Club.

Mr. Mendenhall holds a bachelor's of science degree from Emerson College, where he has served on the Board of Overseers.