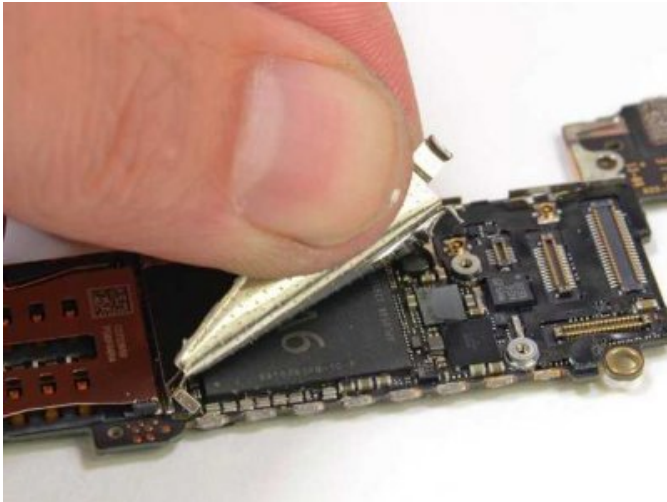


## Apple Lures Chip Designer from Samsung

Written by Marco Attard  
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Rivals will remain rivals-- according to the Wall Street Journal, Apple just managed to poach top chip designer Jim Mergard from the Samsung ranks.



Mergard is a 16-year AMD veteran, where he was VP and chief engineer before leaving for Samsung. He was one of the leads behind "Brazos," a high-end AMD chip development aiming at portable PC use.

"We are looking for the best and brightest chip heads..." a post from an Apple employee on LinkedIn says.

Judging from the bitter the Apple-Samsung rivalry (one culminating a patent infringement suit worth \$1 billion), the hiring sounds less like simple headhunting and more like throwing salt at not-too-old wounds.

At Apple Mergard will surely work on the next generation of iDevice processor. Following that, Apple will have to produce the silicon... with its biggest partner, Samsung.

Go [Chip Design Luminary Leaves Samsung for Apple \(WSJ.com\)](#)