

## Alienware Co-Founder Leaves Dell

Written by Alice Marshall  
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Frank Azor, vice president and general manager of Alienware, Gaming and XPS at Dell, announces his departure from the company on 3 July in order to, as he puts it, "take on a new challenge."



Azor is perhaps best known as the co-founder of Alienware before it was acquired by Dell back in 2006. Alienware came about in 1998 following his meeting with "a couple of lunatics," and Azor remained exclusively with the company until 2012, when he moved into other Dell businesses. In 2014 his role at Dell was defined as VP and GM, Alienware, gaming and XPS.

In a blogpost announcing the departure Azor lists some of the firsts brought about by Alienware, including the first liquid cooling desktops and the first gaming notebook. More recently the Dell XPS line has been merged within Alienware, and the overall gaming business counts revenues worth over \$3 billion.

For the future, Azor speaks of "a new opportunity to help continue to grow the gaming industry,"

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possibly hinting at an as-yet-unannounced technology or product.

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