

# Will Swope:

# George Guy

*Interview and Article by Clem Russo*

*Catching up with Will Swope, who retired as Corporate Vice President and General Manager of Intel's Corporate Sustainability Group.*

Communications Team member, Clem Russo, recently connected with Will Swope, catching him between his travels with wife Annette. They had just returned from a tour of Greece and Italy. After 31 years with Intel, Will retired four years ago. His retirement, however, really took flight after his wife retired this year. She, too, is an Intel retiree with 20 years under her belt.



*Will and Annette at their ranch in trout lake. Their dog, Ducati, is a European Blue Great Dane .*

Clem talked to Will from his home office in Underwood, WA where he enjoys a breathtaking view of the Columbia River Gorge shown on the next page.

Will, an MIT graduate, filled many executive roles at Intel including positions in Servers, in Software where he was two-in-a-box with Richard Wirt, and in Marketing. When asked about his most significant accomplishment at Intel, he was most proud of the work he and his team did to establish the

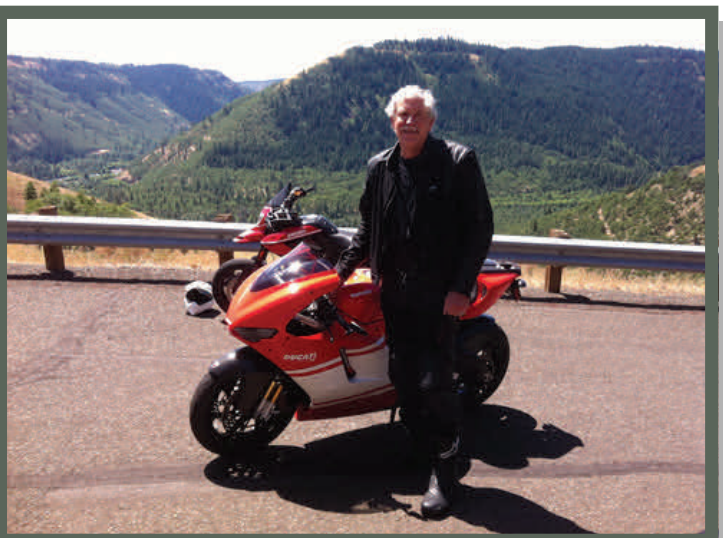


*View from Will's home office, looking out over the Hood River Bridge in the Columbia Gorge.*

Server Microprocessor Products as winners in the marketplace. Of course he was proud to have his Intel VP title on his business card too! In every position, he was driven by the desire to make a difference to the company and to the outcome of his programs.

At Intel, Will felt fortunate to be in an environment where thousands of smart people were all trying to make a difference. He loved the challenge, particularly when his teams were confronted with an “unsolvable” problem. His methodology was to approach difficult problems from a completely different perspective, knowing that smart people had already explored more standard approaches. And he really appreciated the level of respect and camaraderie he experienced while with the company.

So what does Will do for fun? Since retiring, Will finds he has time to spend on his photography. He enjoys taking portrait and landscape shots, and an occasional shot of his motorcycles - he has 7 of them.



Will's sons are grown and on their own. He has three boys; two work at Buckledown, a specialty item company in Southern California and the third is enjoying a career in finance. He also has a brand new grandchild who was born last December.

So what's next for Will? Will is currently on to a new phase of life. After doing some consulting, he has now accepted a position as Chairman of the Board for a start up - Exxeno, a company that uses data center analytic techniques applied to refrigeration systems, like those in supermarkets. The product is a combination of software and hardware (sensors, network hardware). He says he spends about 20 hours a week enjoying his time working on intellectually challenging problems with fun, good people.



As with all of our executive interviewees, Will was asked what he misses most about Intel. He didn't hesitate to say he misses being part of the Intel culture with the structure and rewards system that drives smart people to work together toward a common set of goals. He loved working with groups of people who have common core values, and that use a high level of intellectual rigor to address challenges.



What about making mistakes? Will believes in the principle that if you are not making mistakes you might not be allowing yourself to try new approaches! And if you make the same mistake twice, or the same as others have made, then you aren't paying attention. It's okay to fail if you do it in unique ways; perseverance will prevail.

Finally, advice for new retirees: Give yourself a break. Moving from Intel to retirement is a massive change and it takes time to figure it out and to find your new place and new lifestyle.

For those who want to reconnect with Will, he can be reached at [williamaswope@gmail.com](mailto:williamaswope@gmail.com).