

Edward M. Esber Jr., president of Creative Labs, the U.S. marketing arm of Creative Technology Ltd. in Singapore, becomes CEO and president of Creative Insights, a new multimedia software company in Cupertino. Creative Technology Chairman and CEO **W.H. Sim** and CFO **Patrick Vederico** were appointed directors, as was **Richard Melmon**, co-founder of Electronic Arts. **Joe Ybarra** was appointed VP of product development. **Chuck Monte** becomes VP of engineering. **Larry Belling** was named VP and creative director. Rob Sears becomes VP of marketing.



Esber

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