



# Roberto Di Pietro

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Vice President Business Development, Qualcomm

He joined Qualcomm CDMA Technologies in March 2008 as vice president of business development. He is responsible for Qualcomm's business development strategy and Operation for Western Europe.

Prior to this appointment, Roberto worked for Hutchison Whampoa, as General Manager of the 3G Handset Group where playing a key role in 3's successful global 3G launch, including bringing the first 3G handset to the European market. He was part of the core executives overseeing the 3 Group's global handset organization, including responsibilities for the technical development, roadmap, procurement, testing and deployment of H3G S.p.A.

He was also part of the GSMA Executive Management Committee (EMC). Before joining 3, he worked for Italcable and then Wind, with various responsibilities in network planning network rollout.

Through these various executive positions, he has gained invaluable hands-on experience of both technical and business management in the global telecoms industry.