



Qualcomm Technologies, Inc.

Don McGuire
EVP & Chief Marketing Officer
Qualcomm Incorporated

Don McGuire is Executive Vice President and Chief Marketing Officer of Qualcomm Incorporated. In this role, McGuire leads global marketing across all Qualcomm's businesses, as the company continues to diversify beyond mobile into new industries. McGuire oversees all aspects of marketing including corporate communications, advertising, creative, media, brand management, product and technology marketing, partner and channel marketing, sales and ecosystem enablement, marketing strategy, planning and operations, and data science. Under his leadership, Qualcomm has entered The Interbrand Top 100 Global Brands at #39 and Snapdragon on Kantar's BrandZ at #38.

Prior to becoming CMO, McGuire led the Global Product and Technology Marketing organization. His oversight and strong marketing expertise led to innovative marketing campaigns and collaborative partnerships that have brought the most cutting-edge technology products to market.

A dynamic marketing leader with 25 years of experience, McGuire has worked across mobile provider, device OEM, content/developer, and semiconductor industries. Prior to joining Qualcomm, McGuire held senior leadership positions at Intel, Amp'd Mobile, Kyocera, Leap Wireless and Sprint PCS.

Don has been recognized as one of the World's Most Influential CMOs by Forbes for four years from 2022-2025 and was recognized on the 2024 Forbes Entrepreneurial CMO 50 list. He was also recognized on Business Insider's Most Innovative CMOs list and ADWEEK's AI Trailblazers Power 100. Don holds a Bachelor of Science degree from California State University, Chico in Business Administration and attended an executive master's program at Stanford University's Schwab School of Business.

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