



Qualcomm Technologies, Inc.

Sergio Buniac

EVP and Group GM, Mobile, Compute and
Personal AI, Qualcomm Technologies, Inc.

Sergio Buniac serves as Executive Vice President and Group General Manager of Mobile, Compute and Personal AI at Qualcomm Technologies, Inc. In this role, he oversees Qualcomm's smartphone, personal computing, smart wearables and XR businesses, including a new generation of AI devices and Snapdragon-powered experiences.

Buniac joins Qualcomm following more than three decades at Motorola, where he served in regional and worldwide leadership roles spanning strategy, product, sales, marketing, operations, and supply chain. Since 2018, he was President of Motorola Devices.

At Qualcomm, Buniac will help expand Snapdragon-powered experiences across mobile, compute, wearables, XR and emerging AI device categories as the company advances its strategy to bring intelligent computing everywhere in the age of agentic AI.

Buniac brings more than 30 years of mobile industry experience and a strong record of driving innovation, transforming and growing businesses, and leading through significant industry transitions. He also brings expertise in building compelling consumer devices from design to commercialization globally.

Before Qualcomm and Motorola, Buniac held leadership roles at IBM and Booz Allen Hamilton. He holds a Bachelor of Engineering degree from the University of São Paulo, a postgraduate degree from Fundação Getulio Vargas (FGV), and an MBA from the University of Chicago Booth School of Business.

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