



Qualcomm Technologies, Inc.

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Don McGuire
Senior Vice President and Chief Marketing Officer
Qualcomm Technologies, Inc.

Don McGuire is Senior Vice President and Chief Marketing Officer of Qualcomm Technologies, Inc. In this role, McGuire leads global marketing across all Qualcomm's businesses, as the company continues to diversify beyond mobile into new growth areas. McGuire oversees marketing communications including advertising, creative, media and brand management, and digital and social media marketing; corporate communications; product and technology marketing; partner and channel marketing; sales and ecosystem enablement; marketing strategy, planning and operations; and research, measurement and analytics.

McGuire joined Qualcomm in 2016 to lead the Global Product Marketing organization, McGuire redefined Qualcomm's strategic approach to product marketing. His oversight and strong marketing expertise have led to innovative marketing campaigns and collaborative partnerships that have brought the most cutting-edge technology products to market.

A seasoned 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 was a senior leader at Intel, where he led global marketing strategy, campaigns, and messaging for their Client Computing Business. Additionally, McGuire was a founding member of a marketing strategy consulting firm, chief marketing officer of Amp'd Mobile, vice president of global marketing for Kyocera, vice president of sales and marketing for Leap Wireless and the vice president and general manager for Sprint PCS. Don began his career as a sales and marketing executive at McCaw Cellular Communications.

Don has a Bachelor of Science degree from California State University Chico in Business Administration and has attended an executive master's program at Stanford University's Schwab School of Business.

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