



QUALCOMM Incorporated

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MICHAEL WALLACE
Senior Vice President and General Manager
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Qualcomm Incorporated

Michael Wallace is senior vice president and general manager of Qualcomm Internet Services (QIS). QIS helps accelerate consumer adoption and consumption of mobile content across all networks and devices by delivering a more engaging mobile experience that is contextual and relevant to consumers' personal interests.

Wallace is responsible for the management of QIS' comprehensive portfolio of services, including BREW, Plaza, Xiam and QChat, which enable its customers to maximize their revenue potential through mobile retailing, quick and personalized access to the mobile Internet, targeted content recommendations and push-to-talk communications.

Previously within QIS, Wallace was responsible for the management of Qualcomm's QChat product. QChat is recognized as the world leading PTT solution for 3G networks. His team consisted of development engineering, operations, sales and support.

Prior to joining QIS, Wallace was the vice president of Global Sales & Marketing for Qualcomm's Consumer Products (QCP) division, the company's handset business, which was sold to Kyocera Wireless in 2000. He joined Qualcomm in 1997 and worked on various international assignments in sales, marketing and operational positions within QCP.

Before joining Qualcomm, Wallace held several executive level positions including CEO of Value Added Communications, EVP of WorldQuest Networks, and director of operations at Comsat Corp.

He has also served as a board member for a wireless company in Sri Lanka. Wallace holds a bachelor's degree in accounting from Mercer University in Atlanta, Georgia and a bachelor's degree in finance from the University of North Texas.

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