

PETE LANCIA
Vice President, Marketing
Qualcomm Incorporated



Pete Lancia is a seasoned marketing and communications executive with over 18 years of experience in the mobile industry. His experience includes a range of marketing and communications roles including Product Marketing, Technical Marketing, Investor Relations, Strategic Marketing and more recently Public Relations and Analyst Relations.

Currently, Pete serves as Vice President of marketing for Qualcomm Incorporated and is responsible for all external communications, media and analyst relations strategy and execution across Qualcomm. Pete's oversight includes reputation & crisis management, company thought leadership, executive communications, and all products and technologies.

Pete first joined Qualcomm's infrastructure business in a product marketing role in 1998, he then went on to work in Ericsson's CDMA infrastructure group in several different marketing and business development roles. Pete rejoined Qualcomm in 2005, leading technical marketing efforts for some of Qualcomm's key wireless technologies.

Pete received his Bachelors of Science in electrical engineering from the University of Vermont and his Master of Business Administration and Master of Science in Electrical Engineering from MIT.