



<b>Position</b>	<b>General Manager, Growth Markets</b>
<b>Company</b>	<b>IBM</b>
<b>Mailing address:</b>	<b>Jin Mao Tower 9/F, 88 Century Blvd, Pudong, Shanghai 200121 China</b>
<b>Phone:</b>	<b>+86.21.6100.8216</b>
<b>Fax:</b>	<b>+86.21.5047.0350</b>
<b>Email:</b>	<b>bdileo@cn.ibm.com</b>

### **Bruno V. Di Leo**

Bruno Di Leo is General Manager for IBM Growth Markets, a global organization based in Shanghai. Mr. Di Leo's mission is to drive IBM's business success in the high-growth economies across Asia Pacific; Latin America; Central & Eastern Europe, Middle East and Africa. They encompass 140 of the 170 countries in which IBM does business, 85 percent of the world's population, and over 60 percent of the world's IT growth. Bruno Di Leo has more than 30 years experience leading business growth in global environments. He was formerly General Manager, IBM Northeast Europe, which included United Kingdom, Ireland, Nordic countries, Germany, Switzerland, Austria as well as Eastern Europe, Russia, the Middle East and South Africa. Previously, Mr. Di Leo was General Manager for IBM Global Technology Services in Southwest Europe, General Manager for IBM Latin America and General Manager of IBM Brazil. Bruno has been recognized as an innovative leader. In 2001 he was named one of the most influential executives by Brazil's InfoExame Magazine, a leading IT publication. In November 2003, he was named International CEO of the Year by Latin Trade Magazine and was a recipient of the prestigious Bravo Award, in recognition of his LA business leadership. Bruno Di Leo began his career with IBM in 1975 as a customer engineer in software. He holds an undergraduate degree in Business Administration from Ricardo Palma University in Lima, Peru and a postgraduate degree from Escuela Superior de Administracion de Negocios, also in Peru. Mr. Di Leo is fluent in Spanish, Portuguese, English and Italian.

---

### **IBM**

IBM is a values-based enterprise of individuals who create and apply technology to make the world work better. Today, about 400,000 IBMers around the world invent and integrate hardware, software and services to help forward-thinking enterprises, institutions and people everywhere succeed on a smarter planet. Since its inception, IBM has been a company that defines itself by fundamental values — not by products, technologies or leaders. IBMers around the world have renewed and defined these values which include “dedication to every client's success, innovation that matters – for our company and for the world, and trust and personal responsibility in all relationships.” They serve as the foundation of IBM's culture and brand, and guide each IBMer's work, decisions and relationships.