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Rodrigo Kede Lima

PRESIDENT, MICROSOFT ASIA

MICROSOFT



Rodrigo Kede Lima is the President for Microsoft Asia. In his role, Rodrigo leads a business that comprises 20 countries and a diverse team of 30,000 employees dedicated to unlocking Asia's innovation advantage and fostering opportunities for sustainable economic resilience and prosperity.

With over 30 years of experience, Rodrigo is an empathetic leader who is passionate about what technology can do to empower people and organizations. Rodrigo focuses on accelerating the digital transformation of customers and communities across the region, enabled by technologies from cloud services to AI. His priorities include delivering on Microsoft's commitment as a trusted partner in driving positive impact and establishing a strong collaborative ecosystem to empower the Asia Pacific market.

Since joining Microsoft in 2020, Rodrigo has held various leadership roles, including President for Microsoft Americas Enterprise, where he oversaw all Enterprise accounts across Canada, Latin America, and three US Geographic Operating Units. Previously, as President for Latin America, he spearheaded growth and innovation by enabling customers and partners to create their own path towards digital transformation.

Prior to Microsoft, Rodrigo held multiple national and international roles at IBM, including President of IBM Brazil and President for Latin America. He has a strong background in corporate finance and has led significant initiatives in the technology sector.

Rodrigo holds a degree in Mechanical and Production Engineering from the Pontifícia Universidade Católica do Rio de Janeiro; an MBA in Finance/Capital Markets from the INSPER Institute in São Paulo; and also graduated from the Harvard Business School, AMP Class 192.

Based in Singapore, Rodrigo has lived and worked in the US, Asia and Europe and has a strong track record in leading high-performance teams and building culture across countries and regions. He is married with two sons, and in his spare time, Rodrigo enjoys surfing, biking, reading, and traveling with his family.