



## Rodrigo Kede Lima

**PRESIDENT FOR MICROSOFT LATIN**

**AMERICA & CORPORATE VICE**

**PRESIDENT**

**MICROSOFT**



As President for Latin America & Corporate Vice President at Microsoft Corporation, Rodrigo's main priority is focusing on further accelerating the digital transformation of countries and communities across Latin America through the adoption of technologies from cloud services to AI, while enabling Microsoft customers in the region to accelerate their business growth as they create their own path to digital transformation. Committed to building diverse teams and skilling different communities to foster opportunities that advance and sustain economic prosperity, Rodrigo is responsible for the entire offer of Microsoft products, services and support in Latin America, and leads a business that includes 35 offices in 21 countries with more than 2,500 employees.

Rodrigo is an empathetic leader, with a deep understanding of what Digital Transformation means. He has held multiple national and international roles working across the US, Latin America, and Asia. Rodrigo started his career at IBM in Corporate Finance, he ran the Services Division in Brazil, later became President of IBM Brasil. After a period at the Brazilian company TOTVS, he re-joined IBM as President for Latin America and then moved to the US to lead IBM's Global Services Business.

He is a board member of Suzano Pulp and Paper (one of the largest Brazilian Global Companies) and also at the advisory board of Agrottools (a start up focused on sustainability solutions). He also sits on the International Advisory Board of Fundação Dom Cabral Business School. He was previously Chairman of the Financial Executives Institute in Brazil (IBEF) from 2016 to 2017 and member of the America Chamber of Commerce in Brazil from 2013 to 2015. Additionally, Rodrigo is currently a member of the YPO global leadership community.

Rodrigo is passionate about technology, specially AI, and a strong advocate that the combination of technology and good people will make this world a much better and just place.

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 Harvard Business School, AMP Class 192.

In his spare time Rodrigo loves surfing and biking, traveling, and reading along with his family. He is married to his wife Cynthia, has 2 sons, and currently lives in Greenwich, CT, USA