



NATIONAL FLAG/ COMPANY'S FLAG

## Kede, Rodrigo

General Manager –  
Global Technology Services  
IBM – North America

Rodrigo Kede was appointed General Manager for Latin America in January 2016.

Rodrigo joined IBM in 1993 through the internship program in Rio de Janeiro. Over the last 23 years, Rodrigo Kede has held several leadership positions in Brazil, Latin America and at Global level. Rodrigo was CFO of IBM Brazil, CFO of IBM Latin America and Vice President for the Global Technology Services and - from 2012 to 2015 - he was General Manager for IBM Brazil.

In his position as General Manager in Brazil, he established unprecedented milestones such as the introduction of Watson and Cognitive Computing in the Brazilian market and the leadership position of IBM Brazil in the Analytics and Social markets with projects such as the Social Sentiment Analysis for the Confederations Cup and World Cup. During his tenure, IBM was included in the list of most admired companies of Brazil, being the only B2B company in the top 20 list.

In early 2015 he was named Vice President, Global Strategy and Transformation, based in New York, where he was responsible for developing strategic initiatives to support the company's growth, go to market redesign and talent development strategy, all focused on IBM's growth imperatives.

Rodrigo is graduated in Mechanical and Industrial Engineering at the Pontificia Universidade Católica of Rio de Janeiro (PUC – RJ) and holds an MBA in Finance at INSPER Business School (São Paulo). He serves as a board member of Suzano Pulp and Paper (Global Company HQ in Brazil), board member of the International Advisory Council of Fundação Dom Cabral (Best Ranked Business School University in Brazil), board member of the American Chamber of Commerce in Brazil (AmCham) and also board member of the Financial Executives Institute (IBEF).

