

Qualcomm Grabs Intel Veteran as Chief Marketing Officer

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By Jennifer LeClaire August 6, 2012 10:39 AM

>> Qualcomm on Monday announced a key appointment in its marketing group. The tech giant hired Intel veteran Anand Chandrasekher as its chief marketing officer.

In his new role as CMO, Chandrasekher is tasked with overseeing global marketing and external communications. He reports to Steve Mollenkopf, president and COO of Qualcomm.

"I am pleased to welcome Anand Chandrasekher as chief marketing officer," Mollenkopf said. "His extensive experience in marketing and management makes Anand well-suited to help grow Qualcomm's communications and marketing efforts across the world and to amplify our consumer offerings to new audiences."

Diverse Background

Chandrasekher is a seasoned global operating and management executive with a proven track record in strategic planning, product development and marketing at Intel. Most recently he was senior vice president and general manager for Intel's Ultra Mobility Group and responsible for the Intel Atom processor family. Intel could not immediately be reached for comment on Chandrasekher's departure.

Chandrasekher spent 25 years at Intel. During that time, he held various leadership roles, including head of Intel's Worldwide Sales and Marketing Group, corporate vice president of the Mobile Platforms Group and co-general manager for the Intel486 Processor Division. However, Chandrasekher is best known for his pioneering efforts on the Intel Centrino platforms.

Dora Vell, president of Vell Executive Search, an executive search firm specializing in the technology industry, told us she is impressed with Chandrasekher's background.

Chandrasekher received a bachelor's degree in computer science as well as a master's in operations research from Cornell University.

Chandrasekher also earned an MBA from Cornell University's Johnson Graduate School of Management. He is a board member on Cornell's College of Computing and Information Sciences, a member of the advisory board for Rutberg Wireless and an adviser to startups in the mobile and wireless domain.

Engineering Meets Marketing

"A good solid engineering base is essential for understanding what the company is delivering before trying to put it in English. It also helps with strategy, especially in such a technical environment with such a technical customer base," said **Vell**, who also pointed to his deep mobile background and diverse experience beyond marketing as assets for Qualcomm.

Vell is only wondering why Chandrasekher left Intel after 25 years of service. She also wonders what kind of cultural fit he will find at Qualcomm.

"One is certainly allowed to leave after 25 very successful years, but reasons may betray where he may have come up against some personal barriers -- either functional, personal or other skills -- that may need to be developed," **Vell** said. "It could also be that he has reached his potential unless he develops that particular skill set."

Dora Vell is the CEO of Vell Executive Search, a premier retained technology executive search firm in Boston. Ms Vell is an internationally recognized expert in executive search for technology CEOs, COOs, CIOs, Vice Presidents and board members. She works with start-up organizations through Fortune 50 Firms. She can be reached at dora@vell.com.