

September 23, 2013

New Leader of U.S. Business Engagement in the Asia-Pacific Announced

Seattle, WA. - The National Center for APEC (NCAPEC) welcomes the appointment of Peggy Johnson, Executive Vice President of Qualcomm and President of Global Market Development, to represent the United States on the APEC Business Advisory Council (ABAC). Johnson will join ABAC USA Members Bart Peterson, Senior Vice President, Corporate Affairs and Communications of Eli Lilly and Company, and Edward J. Rapp, Group President, Caterpillar Inc.

“ABAC allows the private sector’s voice to be heard by the highest levels of APEC leaders. It provides critical input on pressing issues such as good regulatory practices, infrastructure development and investment, and is an important mechanism for public-private communication,” commented NCAPEC President, Monica Hardy Whaley. “Peggy Johnson’s extensive background in engineering and business development will enable her to effectively represent U.S. business interests.”

In her role as Executive Vice President and President of Global Market Development at Qualcomm Technologies, Inc., Johnson is responsible for commercializing new business opportunities and developing strategic relationships for the company. She also serves as a member of Qualcomm’s executive committee and oversees Qualcomm Labs, which serves as an incubator focused on launching new businesses and products, as well as exploring new market segments for Qualcomm technologies.

In the 24 years Johnson has worked at Qualcomm, she has held positions in nearly every facet of the company. She started her career as a software engineer within Qualcomm Wireless Business Solutions, and worked her way up to Vice President of Technology. She joined Qualcomm Consumer Products in 1997 as Vice President of Business Development and was appointed Vice President of Sales shortly thereafter. Johnson then went on to serve as President of Qualcomm Internet Services and MediaFLO Technologies, where she was integral in establishing the foundation for bringing next-generation wireless technologies to market. Johnson most recently served as Executive Vice President of the Americas and India where she played an instrumental role in the global development and adoption of 3G wireless broadband technology and services in those regions. She holds a B.S. in electrical engineering from San Diego State University.

Johnson will meet with her ABAC counterparts from APEC’s twenty other economies to advise APEC Leaders on issues affecting the region’s economy. ABAC, created by APEC Leaders in 1995, consists of three business representatives from each APEC economy chosen by their respective heads of state. ABAC meets quarterly to discuss policy recommendations, undertake activities to promote trade and investment, and reports directly to the APEC Leaders at an annual dialogue each fall.

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About the National Center for APEC

The National Center for APEC is an organization supported by U.S. companies that generates and supports U.S. private and public sector engagement in the APEC process. From its office in Seattle, NCAPEC serves as the Secretariat for the three U.S. ABAC representatives, works with U.S. companies to identify opportunities to advance U.S. priority issues within the APEC process and advocates for U.S. interests with business counterparts in the Asia-Pacific region.

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