

**Marcelo Motta**

***Digital Transformation and Big Data Market Management***

***VP of Marketing, Huawei***

### **Biography**

Since 2015, Marcelo Motta is Huawei Solution VP responsible for Digital Transformation and Big Data Market Management, focused on new technologies and services in order to open up new markets and new revenue streams to telco operators, enhancing customer experience, improving efficiency and promoting growth.

In Huawei since 2002, Motta served company in many positions such as VP for Global MBB Solution Marketing, Director of Marketing for Southern Latin America, Director of Solution Sales & Marketing in São Paulo, Brazil, etc. In charge of global positions since 2012, works in Huawei headquarters in Shenzhen, China.

Prior to Huawei, Motta occupied several positions in Nortel Networks, Siemens and HP, and served as a professor of telecommunication engineering for over 10 years at the Maua Institute of Technology in Brazil.

Motta holds a Master Degree in High Speed Networks (2004) and a Telecom Engineering Bachelors' (1999) from Polytechnic School of the University of São Paulo (USP). Also, has MBAs in Finance (2009) and Economy (2008) from FIA/USP with extension in Economy of Enterprises (2008) in the University of Grenoble, France.