

Francois LaFlamme

VP, Chief Marketing Officer, Europe General Manager, Lenovo Mobile Business Group (MBG)

Francois is Chief Marketing Officer of Lenovo's Mobile Business Group and also oversees sales and marketing of Motorola smartphones across Europe. In his dual role, Francois is responsible for Motorola's global marketing strategy across brand, campaigns, CRM, PR, social/digital, global budgeting/operations, and product marketing. As Europe GM, his responsibilities includes driving business strategy and execution for all sales, marketing and customer activities across all European countries. Francois joined Lenovo in 2012 as Vice President of Corporate Strategy, where he focused on Lenovo's global growth strategy and strategic initiatives, including the acquisition of Motorola Mobility and IBM's System X division. Prior to joining Lenovo, Francois held various strategic positions at McKinsey & Co, Intel and Dell. He holds an MBA from Duke University and Honors Commerce degree from Queen's University (Canada).