

**Luis Cuneo**  
**Market Development - Business Offering Manager**  
**IBM Corporation**

Luis Cuneo is the Business Offering Manager for IBM Market Development based in Armonk, New York. In this capacity, he is responsible for developing IBM Market Development program strategy and marketing to businesses owned or operated by Asians, Blacks, Hispanics, Native Americans and Women. In addition, Luis' responsibility includes identifying highly skilled IT companies for this marketplace as candidates for becoming authorized IBM Business Partners. Luis is responsible for developing, communicating and implementing our market strategy for Hispanic owned businesses.

He is a seasoned Senior Marketing Manager with extensive management experience in operations, channels, sales and marketing in the information technology industry. Mr. Cuneo's previous IBM positions include Senior Marketing Manager of IBM World Wide Developer Relations for the Software Group, First Line Manager of Integrated Marketing Communications for IBM Global Services for DB2 and World Wide Catalogs for iSeries, pSeries, Software and eBusiness. Mr. Cuneo led the development and execution of IBM's first digital online catalog for IBM Worldwide and the first on-line eBusiness eLiterature fulfillment system for IBM PartnerWorld. IBM PartnerWorld is the premier annual business conference for highly skilled IT businesses globally.

In his current assignment, Luis works closely with IBM Offerings Development to ensure IBM understands the needs of small and medium constituent business owners and advises the Market Development team of which offerings and business solutions are best suited for our focus marketplace.

Mr. Cuneo is a graduate of Phoenix University, Phoenix, Arizona, and holds a Bachelors of Arts degree. Luis is current member of the Direct Marketing Association (DMA), Directo Council and a member of United States Chamber of Commerce, Senior Executive Corporate Advisory Board (SECAB).

The United States Hispanic Chamber of Commerce awarded Mr. Cuneo the 2008 Advocate of the Year during the USHCC National Convention in Sacramento, CA. Luis has been a featured speaker for numerous professional organizations that include Universities and industry focused events, conferences and internet radio show. He mentors Hispanic owned businesses in how to use technology to help their businesses grow and succeed.