



BIOGRAPHIES

DAVID AÑÓN

Channel Marketing Director for Latin America, Research in Motion

David Añón joined Research in Motion (RIM) in 2008 as Channel Marketing Director for Latin America, position in which he is in charge of the marketing operations with RIM's partners in the region.

Before joining RIM, Añón worked as Global Marketing Director for Brightstar Corporation and Marketing Manager in Sony Latin America. He also had several leading positions in the Telecommunication, Broadcasting and Consumer Electronics industries, where he was responsible of implementing and managing marketing strategies, product development, Web development and sales on an international level.

David Añón has a degree in International Business Operations from Florida State University and graduate studies in eCommerce.