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Measurable Results. Leadership Impact.

Robby Swinnen

Former Corporate Vice President & General Manager
Intel, Regional Sales Group

Former President and General Manager
Intel, Asia-Pacific



Robby Swinnen is an accomplished Fortune 25 corporate executive and former Army officer who brings more than 25 years of experience leading global lines of business. He has been responsible for leading sales, marketing, and operations teams across the world and has significant on-the-ground experience in the Americas, Asia, Europe, the Middle East, and Africa. At The ExCo Group, he mentors senior leaders and C-suite executives.

Before joining The ExCo Group, Swinnen had a successful career at Intel, where he developed new sales routes, opened multiple new markets, and launched new business lines globally. Most recently, he was a Corporate Vice President and General Manager of the Regional Sales Group. This assignment included covering all regional sales and marketing theaters around the world (~$30B in revenue). Prior to this assignment, Swinnen was the President and General Manager for Intel Corporation in the Asia-Pacific region, based in Hong Kong. He was responsible for all sales (~$12B in revenue), marketing, and market-enabling activities of Intel products and channels in the region.

Until 2014, Swinnen was General Manager of the Service Provider Group, overseeing sales and marketing activities with telco network operators worldwide. From 2009 to the end of 2010, he oversaw the Global Business Development activities for the Ultra Mobility Group's smartphone and tablet business. Swinnen was appointed co-President of Intel Japan K.K. in January of 2006, a position he held for 3 years. Leading up to his Japan assignment, Swinnen was the co-General Manager of the Partner Marketing Group for 4 years, overseeing the Intel Inside® program, ecosystem co-marketing activities and global sponsorship efforts. Swinnen joined Intel in 1992, where he worked at the European headquarters in the UK, holding a variety of product and channel marketing positions for Intel Europe, Middle East and Africa sales organization. Prior to joining Intel, he worked in Belgium for Ingram Micro, the world's largest distributor at the time.

Swinnen is married and has twin daughters and splits his time between Vancouver, Canada, and Indian Wells, California. In 1986, he received his bachelor's degree in Communications Sciences from the University of Brussels, Belgium. He is part of the faculty at the Hudson Institute of Coaching, helping bring the next generation of coaches into the profession. Swinnen served as an officer in the Belgian Army in Specialized Reconnaissance under NATO Command.

> *He wanted to do the best for the company and me. The fact that he had run a major division and had switched direction himself was useful. Another good thing about him is that he played the mirror —the CFO— and took on all the different roles. That was really helpful, and he was very direct and didn't mince words. It was a hugely beneficial experience.*
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> *– First Time CEO, Global Entertainment Company*