

Pierre Marchal
QUALCOMM, Inc.

Pierre Marchal, Regional Director for Business Development in Europe for MediaFLO Technologies, QUALCOMM, Inc., is in charge of developing market opportunities in the area of mobile broadcast TV for QUALCOMM in Europe.

Pierre has developed extensive relationships throughout the broadcast industry and is leading a number of QUALCOMM mobile TV initiatives in conjunction with pay TV operators, mobile phone operators, technology vendors, content providers and technical broadcasters.

Pierre had been Sales Director at OPEN TV for 7 years and worked for 6 years at DASSAULT AT in Sales and BD positions. He also created and operated a private wine distribution business LOVIN SAS. Pierre A. graduated in Engineering from the Ecole Nationale Supérieure d'Arts et Métiers (ENSAM Paris, France) and holds an MBA from Strathclyde Graduate Business School.