



**Philip Cronin, (MAICD)
Director
Intel Asia Pacific & Japan (APJ)**

Philip Cronin is the Director of Intel Asia Pacific & Japan. He is responsible for developing and implementing strategies to accelerate the uptake of Intel technologies, driving Intel business across a wide portfolio, bringing the benefits of technology to more people in APJ.

In his career with Intel Philip has been responsible for all region-wide sales activities in APJ, across Embedded, Enterprise Solutions, Channels, Education, MNC & Software/Solution sales in over 18 countries in the region.

Previously, Philip was Intel's Managing Director for Australia and New Zealand. From 2004 to 2012, he successfully led the A/NZ team to grow Intel's business, positioning Intel as a leader in providing technologies that are changing the way people live and work. During this period, Intel products grew 200%. Philip joined Intel in 1997.

During his career, Philip has worked for a number of companies in Sales & Marketing roles, M&A JV's in India, Operations and was Managing Director for Intel South East Asia in 2006/7. Philip is regarded as a trusted advisor to the Australian government, and served as Chairman of the Australian Information Industry Association, (AiiA) from 2010-12, driving debate on local industry issues. He has a particular interest in how Intel's technologies are leading efforts to enhance the Digital economy and how ICT can improve the delivery of health care, education & improve business productivity. As the National Chairman of peak representative body the Australian Information Industry Association (AIIA), Philip directed



the organisation through a turnaround in its financial position while increasing its impact with Canberra & the State governments. He is a regular attendee at Federal and State government forums, such as the Prime Minister's roundtable and the Victorian Government eServices Panel meetings, has served as a member of the NSW advisory panel to advise the Minister for Finance and Services on ICT strategy.

Philip is much in demand as a keynote speaker including numerous large events such as Intelligent Solutions Summit in Taipei, Data Centre of the Future Bangkok, National eHealth symposium in Perth and many more.

Philip is a member of the Australian Institute of Company Directors, (mAICD) and sits on 2 advisory boards to Australian SME companies. In 2009 he was elected to the ARN ICT Industry Hall of Fame and in 2010 was voted #3 in the Most Influential People in Australian ICT by Smartcompany.

<http://www.smartcompany.com.au/growth/economy/27651-australia-s-15-most-influential-people-in-ict.html?start=1>

Philip has been an active member of the Starlight IT Fund for Kids, an ICT industry based charity which raises funds to utilise ICT in delivering benefits for children suffering with long term illness. In 10 years the IT Fund for kids has raised over \$3 million.

He is also a member of the Irish Governments "Global Irish Network" a peak group of Irish business people in Australia & New Zealand which works closely with the Irish Embassy staff, IDA & Enterprise Ireland to foster business opportunities to promote trade. In 2011, Philip was a delegate to the Irish Economic Forum in Dublin at which President Bill Clinton spoke.