



BIODATA

Alex Lambeek
Vice President, Sales & Market Operations
Mobile Phones
Asia Pacific, Nokia

Alex Lambeek was appointed Vice President, Sales & Market Operations for the Mobile Phones business group, effective 1 March 2006. In his role, Alex works with the Customer & Market Operations team to manage and develop channels for Mobile Phones devices and offerings. He is responsible for the group's business unit profitability, and thus plays a key role as the interface between the business units and the markets in the Asia-Pacific region.

In his previous role, Alex was Director, Sales & Business Development for the Asia Pacific region from September 2004. In that role, Alex oversaw Nokia's channel and retail strategy throughout the region, including enhancing Nokia's distribution relationship with operators, distributors, wholesalers and retailers. In addition, Alex managed Nokia's drive towards sales excellence, and developing operator partnership solutions across Asia Pacific.

Prior to his return to the Asia Pacific headquarters, Alex was appointed General Manager of Nokia Australia in March 2002, heading the Country Management Team there. In this role Alex headed up Australia and New Zealand at a corporate level, developing and implementing strategies for the mobile phone business. He also provided day-to-day leadership and guidance, and managed the performance of members in the division.

Since first starting at Nokia in 1994, Alex has held a number of senior positions in Europe and the Asia Pacific region. Prior to joining Nokia Mobile Phones Australia, Alex was based in Singapore as the Director of The Consumer Relationship Group for Asia Pacific. This regional role was about establishing Nokia's consumer web presence and Club Nokia. He was also Director of Field Marketing, setting up Nokia's APAC-wide Retail Management program called 'Assist'.

Previous to this Alex has held positions as General Manager of Nokia Indonesia, and Export Manager to Eastern Europe, Africa and Israel, based in Finland.

Alex has a M.Sc. in Business Economics from Erasmus University, Rotterdam, The Netherlands. He is married and has two children.