



BIODATA

**JOSE-LUIS MARTINEZ
VICE PRESIDENT
SALES & CHANNEL MANAGEMENT
MULTIMEDIA ASIA PACIFIC**

Jose-Luis Martinez was appointed as Vice President, Sales & Channel Management, Nokia Multimedia Asia Pacific from Feb 2006.

In this role, he is responsible for overseeing and growing the sales and channel development for products & services of the Multimedia business group in the region – across countries such as Singapore, Malaysia, Thailand, Indonesia, India, the Philippines, Vietnam, Japan, Korea, Australia, New Zealand.

Prior to his latest appointment, Jose-Luis served as General Manager of Customer & Market Operations, Spain and was Managing Director of Nokia Mobile Phones, Spain, from April 2002, where he built up Nokia's leadership position in the market, key relationships with operators, as well as with government and telecommunication industry associations.

Jose-Luis first started in Nokia in 1995 where he worked as Sales Manager/Account Manager for Telefonica in Nokia Telecommunications in Madrid, Spain, and also started retail activities in Nokia in-country. He relocated to Turkey in Feb 1999 as Managing Director of Nokia Mobile Phones in Turkey where he was responsible for setting up the sales office, distribution network, and building up the Nokia brand to no.1 in consumer brand preference.

Prior to Nokia, Jose-Luis held various sales positions in companies. He studied Law in the Colegio Universitario Cardenal Cisneros (UCM), and a Masters' Degree in Marketing & Business Management by ESIC Business School, Madrid