

---

## JOÃO YAZLLE, VICE PRESIDENT, STRATEGY AND MARKETING, LATIN AMERICA

Since 2014 João is responsible for developing and executing Ericsson's strategy within Latin America and the Caribbean, and is also leading Marketing, Research & Development, M&A and Government Relations teams in the region.

Prior to that, João spent 7 years working at Ericsson in Sweden at various positions. From 2010 to 2013, João worked closely with Ericsson's CEO, Hans Vestberg, on special projects related to global strategies. The executive joined Ericsson in 2006 managing projects in telecom operators in Western Europe, and used his broad experience gained over years as a consultant for carriers and other companies in the ICT industry.

João lived in Sweden from 2003 to 2013, starting at Ernst & Young performing consulting projects within the Nordic countries, and also in Angola, Mozambique and El Salvador. In Brazil, João Yazlle started his professional career at Eaton. After that, he worked as a consultant for Booz & Company and Compass, and on both companies he performed various telecommunication assignments in Brazil, UK and Mexico.

João holds a bachelor degree in Industrial Engineering from the School of Engineering of São Carlos/USP (University of São Paulo). He has also an MBA in Business Administration from the University of North Carolina (USA) at Kenan Flagler Business School. Fluent in Portuguese, English and Swedish, he is 40.