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# BOB BORCHERS

LONDON  
SPEAKER  
BUREAU

- Marketing expert, responsible for the iPhone



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Bob Borchers served at Apple as Senior Director of Worldwide Product Marketing for the iPhone. He is currently at Opus Capital where he focused on investments in mobile applications and services as well as adjacent opportunities in both hardware and software. comes to Opus Capital.

As part of the original iPhone team, Bob was instrumental in the development, launch and global expansion of the revolutionary iPhone, iPhone OS, App Store and the recent launch of the iPhone 3GS. While at Apple he also led the Nike+iPod partnership, expanded the iPod accessory ecosystem, and forged relationships with every major auto company to provide iPod integration.

## Topics

- Branding
- Business
- Innovation
- Marketing

Prior to Apple, Bob was Vice President of Marketing at FusionOne, a pioneer in creating and marketing mobility solutions. Bob also spent six years at Nokia where he co-founded and served as Vice President of Sales and Marketing for the Vertu business unit. Prior to his tenure at Vertu, Bob held several senior-level marketing positions at Nokia Mobile Phones where he successfully positioned the mobile phone as both a technology and lifestyle product. Before his career in the mobile industry, Bob worked for Nike, Inc. in Beaverton, Oregon, where he led efforts in product and service personalization. He began his career doing research and development in prosthetics.

Bob holds a Bachelors Degree in Mechanical Engineering from Stanford University and a Masters Degree from a joint program between the Massachusetts Institute of Technology and the Harvard Medical School in Health Sciences and Technology. He has more than 30 patents granted or pending.