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Noam Raffaelli is managing director of Plaza Mobile Internet at Qualcomm Internet Services (QIS). QIS helps accelerate consumer adoption and consumption of mobile content across all networks and devices by delivering a more engaging mobile experience that is contextual and relevant to consumers' personal interests.

In his current role, Raffaelli leads the team responsible for the successful commercialization of Plaza Mobile Internet, Qualcomm's mobile Internet end-to-end monetization platform for operators and publishers. Previously with QIS, he served as senior director of carrier relations where he was responsible for managing the division's relationships with all existing and new BREW operators within the European marketplace.

Prior to joining Qualcomm in 2006, Raffaelli was director of business development at Yahoo! in Europe, charged with creating distribution agreements with European operators and OEMs. As vice president of business development for software developer, Esmertec, Raffaelli closed a multi-million dollar licensing agreement with Sony Ericsson for the development and delivery of the first multi-tasking Java virtual machine.

Raffaelli holds a Bachelor of Science degree in computer science and political science from the Tel-Aviv University, Israel, as well as a Master of Science degree in finance from City University, London.

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