



# Geraldine Kor

**Marketing, Global Alliances & Partnerships Director, Asia**

As Director of Marketing, Global Alliances and Partnerships, Geraldine is responsible for DXC Technology's Integrated Marketing, Brand and Communications in the region; as well as the Head of Strategic Partnerships. She works with our global alliance partners to define Go-to-Market strategies to drive new transformational programs and accelerate the digital services revenue growth across both organizations.

A seasoned marketing and sales leader within the technology and mobile space, she joined DXC in April 2017. Prior to DXC, Geraldine was the Sales and Marketing Director at HERE Technologies.

Her strong domain expertise in the location and smart mobility space helped established HERE as the leading location platform provider in Asia Pacific during her decade-long tenure. She also held leadership positions at Nokia and Robert Bosch. Geraldine co-founded The Cheese Artisans, a food & lifestyle company and spearheaded a variety of innovative food experiential marketing concepts in Singapore.

She holds a Bachelor of Business Administration (Marketing, Honors) from National University of Singapore and a Graduate Diploma in International Business from Aalto University.