

# David Yaun



Vice President,  
Global Industries  
Marketing, IBM  
Corporation  
(Title provided  
by David)

**David Yaun** leads IBM’s global marketing programs targeting clients in 17 major industry segments worldwide. He and his team play a central role in the design and execution of IBM’s award-winning “Smarter Planet” strategy.

He is a member of IBM’s senior leadership team and serves on the Board of Governors for the IBM Academy of Technology. Three programs that David managed or made major contributions to have been named among the 100 Iconic Moments in IBM’s history.

Prior to his current role, David spent five years as IBM’s lead executive responsible for conceiving and implementing a broad range of global collaborative innovation programs.

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