



## ITIF Forum: Proposed Free Trade Agreements with Peru, Panama, Colombia and Korea Participant Biography



Marc B. Lautenbach  
General Manager, Americas  
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Marc Lautenbach leads the IBM sales and distribution operations in the United States, Canada and Latin America. He has been responsible since July 2005 for sales and support of the full range of IBM's information technology products, services and solutions, generating \$40 billion in revenue. His organization works with corporations, government agencies, educational institutions and small businesses to help them achieve competitive advantage through innovative technology solutions.

Mr. Lautenbach was previously General Manager, IBM Global Small and Medium Business. He was responsible for all of IBM's efforts in support of small and medium businesses worldwide, including strategy, offering and channel development, and marketing and sales.

Mr. Lautenbach joined IBM in 1985 and held numerous sales management positions including Marketing Manager for the Sears Merchandise Group based in Chicago. In 1996 he became a Vice President and has held a number of general management positions. In February 2001 he was appointed to IBM's Worldwide Management Committee and he has been a member of the IBM Performance Team and the IBM Integration and Values Team since January 2006.

He graduated Phi Beta Kappa, magna cum laude from Denison University and earned an MBA from The Kellogg Graduate School of Management, Northwestern University. He is married with three children.