

# Amit Midha

President, Asia Pacific and Japan at Dell; Chairman, Global Emerging Markets

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## Experience

### **President, Asia Pacific and Japan; Chairman, Global Emerging Markets at Dell**

February 2012 - Present (3 years 11 months)

Leads Dell's Asia Pacific and Japan Business. Consumption and Investment story is intact for Asia's consumers and businesses. Great time to be in Asia.

### **President, Greater China & South Asia; President, APJ CSMB at Dell**

October 2010 - March 2012 (1 year 6 months)

### **President, Greater China & South Asia; President, APJ SMB at Dell**

February 2009 - October 2010 (1 year 9 months)

### **President & Corporate VP, Greater China at Dell Inc**

August 2006 - January 2009 (2 years 6 months)

Responsible for all aspects of business management, local relationships management, and operations management in Greater China (mainland China, HK, Taiwan).

### **General Manager and Corporate Director, Greater China PAD/ISG at Dell**

2005 - 2006 (1 year)

Led the sales and marketing activities for sales segments (PAD, ISG) in Greater China Region

### **Director of Enterprise, APJ at Dell**

2003 - 2005 (2 years)

Responsible for Enterprise business success in Asia Pacific and Japan. Led the Enterprise products (Server, Storage, Networking) presales, professional services, and marketing activities throughout the region.

### **Director of Marketing at Dell Asia Pacific**

2001 - 2004 (3 years)

### **Director at Dell Ventures**

1999 - 2001 (2 years)

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## Skills & Expertise

**Business Alliances**

**Business Development**

**Pre-sales**

**Emerging Markets**

**Asia Pacific  
Management  
Enterprise Software  
Professional Services  
Marketing  
Sales  
Go-to-market Strategy  
Operations Management  
Strategic Planning  
New Business Development  
Cross-functional Team Leadership  
Product Marketing  
Product Management  
Business Strategy  
Demand Generation  
Strategic Partnerships**

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## Education

**University of Missouri-Columbia**

MS, Industrial Engg - Management Science, 1993 - 1995

**Devi Ahilya Vishwavidyalaya**

BE, Industrial Engg, 1986 - 1991

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[Contact Amit on LinkedIn](#)