

FITT's 2016 International Women's Day Event Series

Kate Burleigh, Managing Director, Intel Australia/New Zealand



Kate Burleigh is Managing Director for Intel Australia/ New Zealand. Kate is responsible for Intel's overall business within Australia and New Zealand and is committed to ensuring Intel adds value to its customers across all categories in which the company plays, including; personal computing, cloud computing, big data, data security and the Internet of Things. Additionally Kate is a strong advocate for the importance of increased focus on STEM (science, engineering, technology and maths) based learning in our schools.

With a strong reputation in high-tech sales and brand marketing built over a 20-year career, Kate is passionate about the consumerisation of IT and the subsequent need this creates for smart solutions that put the "user" at the centre of innovation. Additionally she also advocates the need for smart government policy and industry leadership around how we live, work and play within the connected world.

Prior to her appointment as Managing Director, Kate spent six years as Marketing and Retail Sales Director. More recently she managed Intel's Channel Sales Organisation and from 2000 to 2003 Kate held the role of Asia Pacific Category Manager for Intel Centrino® mobile technology.

Kate sits on the board of the Australian IT Industry Association (AIIA) and is chair of the National i- Awards steering committee. In 2014, Kate was voted by her industry peers into the Australian Reseller News national Hall of Fame.

Prior to joining Intel in 1996, Kate worked in marketing roles in both the retail and non-profit sectors.

Kate holds a Masters of Business and Marketing from University of Technology Sydney and a Bachelor of Arts degree from Sydney University. She lives in Sydney with her husband and two daughters.