



Satjiv S. Chahil
Vice President, Pacific Marketing

Mr. Satjiv Chahil joined Apple Computer in 1988 as marketing director and founding member of the Apple Pacific Management team. Apple Pacific was created to provide a greater focus on markets of the future. It encompasses a very diverse region: Canada, Central and South America, Australia, Japan and the Asian continent.

Mr. Chahil is responsible for overseeing marketing directions and activities across the region. His functional responsibilities cover strategic planning, market analysis, technology and product marketing and management, third party relations, market development, advertising and marketing communications.

In the short time since its formation, Apple Pacific has become the fastest growing division at Apple. Its marketing success in Japan has received international acclaim.

Prior to joining Apple Computer, Mr. Chahil worked for Xerox and IBM for over 12 years. At these companies, his experience spanned financial analysis and planning, product management, alternate channel development, founding a strategic business unit and managing a profit center with worldwide P&L responsibilities. While at Xerox, Mr. Chahil was a member of a special international task force that studied leading Japanese firms and developed strategies to regain market share.

Mr. Chahil has a master's degree in international marketing from the American (Thunderbird) Graduate School of International Management and a bachelor's degree in international trade from Punjab University, India.

Mr. Chahil is conversant in several Asian and European languages.