

Luciana Vedovato

Global Head of External Communications

Luciana is the Global Head of External Communications with more than 25 years of experience. As a global leader, she is responsible for coordinating all Motorola brand external communications, as well as global product launch events. She works closely with company spokespeople to ensure our messaging resonates across key stakeholders. Luciana successfully led the team toward milestone moments, such as the return of Motorola to the premium market and the launch of the iconic motorola razr as the world's first clamshell smartphone. Along with her global role, Luciana is responsible for the LATAM market. Luciana joined Motorola in 1999 as a PR specialist for the Brazilian market, responsible for the PR strategies and launch moments across Brazil. Earlier in her career, she worked for various Brazilian PR agencies. Luciana has a degree in Sociology from Pontifícia Universitária Católica São Paulo; a degree in Journalism from Metodista University; and a master's in Business Communications from Faculdade Casper Líbero. She is based in São Paulo, Brazil.