Don Jones
Vice President, Global Strategy and Market Development Qualcomm Life

Don serves as Vice President of Global Strategy and Market Development for Qualcomm Life, a wholly owned subsidiary of Qualcomm Incorporated. He is responsible for Qualcomm’s development of wireless technologies and platforms in the health, fitness and life sciences markets, and is recognized as a leader in the field.

In 2005, he founded and is Chairman of the Wireless Life Sciences Alliance (WLSA), a 501c(6) trade organization (www.wirelesslifesciences.org), which works with both the wireless and health industries to enable new business models, new businesses and clinical process improvements in all sectors, including consumer health, fitness, healthcare services, healthcare IT, pharmaceutical and medical devices. Don is also a member of the World Economic Forum Global Agenda Council on Digital Health. He is on the boards of the Alliance Healthcare Foundation (www.alliancehf.org) and the American Telemedicine Association (www.atmeda.org) and was a founding Board Member of the West Wireless Health Institute (www.westwirelesshhealth.org). In early 2010, Jones was named to the Consumer Products Innovations Board at Sanofi-Aventis Pharmaceuticals.

Don has over 20 years background in health services, including Chief Operating Officer of Medtrans (now EMSC), the largest provider of emergency medical services and emergency physician services in the world, and was founder and Chairman of EMME, the largest subscriber based consumer health services company in North America.

Don holds a bachelors’ degree in biology and bio-engineering from the University of California, San Diego, a Juris Doctor from the University of San Diego and an M.B.A. from the University of California, Irvine. He holds multiple issued and pending patents in the use of cell phones in incentive reward programs and in asynchronous media communications.