



Executive Biographies



Lynn Anderson

Vice President, Influencer Marketing, Technology Solutions Group

Hewlett-Packard Company

Lynn Anderson is vice president of Influencer Marketing for HP's Technology Solutions Group (TSG).

In this role, Anderson has worldwide responsibilities for TSG's analyst relations, media relations, executive communications and TSG portfolio solutions.

Previously, Anderson was vice president of Marketing and Alliances for HP Canada and a member of the Canadian Leadership Team. She also led corporate marketing, including HP's efforts to promote corporate social responsibility. In addition, Anderson has held other senior positions with HP in such areas as enterprise channel sales, business development and category marketing.

After joining HP in 1983 as a systems engineer, Anderson was a senior systems specialist for networking in the Customer Escalation Centre, a national organization chartered with resolving customer information technology issues.

Anderson holds a Bachelor of Science degree in computer science from Acadia University in Nova Scotia, Canada.

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Vice President, Business Operations

Paola Arbour is vice president of Business Operations for EDS, an HP company. She is responsible for identifying global efficiencies across the entire EDS business unit and ensuring updated global management processes and tools are in place. She reports directly to Senior Vice President and General Manager Joe Eazor.

Before this role, Arbour was vice president of Europe, Middle East and Africa (EMEA) hubs for EDS. With a background that includes delivering end-to-end services to EMEA clients, she implemented delivery initiatives designed to standardize and leverage solutions to EDS' clients in the region. She also helped to accelerate EDS' Lean Six Sigma and other quality initiatives to enable and qualify higher efficiency delivery.

Previously, she was the interim chief operating officer for the Navy Marine Corps Intranet (NMCI) account in addition to her responsibilities as Vice President of Operations for the 360,000 desktop and related applications supporting the Navy and Marine Corps. Arbour drew upon more than two decades of client-facing experience to help win a contract extension through 2010 to provide the world's largest, most secure private network. In a previous role, Arbour was vice president of Service Delivery for EMEA. She oversaw end-to-end delivery to all clients across EMEA, including service, contractual and financial performance. She also was responsible for growing the existing business for EDS.

Arbour has built a distinguished career of focus on the client. She has led significant initiatives in North America and Europe to improve client service and develop new offerings. Arbour is convinced that high quality and efficient service performance is the platform for further growth on EDS' existing client base as well as that of new clients, and she focused EDS' leaders on this deliverable.

Arbour began her career managing the EDS delivery team for General Motors (GM) Europe, including associated subsidiaries. In that position, she restructured the operations and delivery for the client, implementing a delivery method that was less labor-intensive, resulting in significant savings for GM Europe. During this time, she managed the delivery portion of a major GM Europe contract negotiation as well as the win of a six-year desktop services contract with GM Europe.

Before her European assignment, Arbour achieved several significant accomplishments for the GM North America client in the 1990s. These included starting a service delivery region providing infrastructure and operations support to GM manufacturing sites and focusing EDS resources on GM data centers across the eastern half of the United States. During this period, Arbour demonstrated her aptitude for focusing resources on the client's behalf. Notably, she developed a business plan for the client that focused on common operator processes and procedures, improved cost-efficiencies, and enhanced opportunities for employee certification and training. Arbour instituted the corporate mentoring process as customized for EDS engineers, taking 36 persons through the process. She personally mentored six people.

A graduate of Michigan State University, Arbour holds a bachelor's degree in

telecommunications. Additionally, she has completed the London Business School Executive Programme, as well as the Colombia Graduate School of Business.



Ronnen Armon

Vice President and General Manager, Operations, Business Technology Optimization, HP Software & Solutions, Technology Solutions Group

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Ronnen Armon is vice president and general manager of operations for the Business Technology Optimization (BTO) portfolio within HP Software & Solutions.

Armon joined HP via Mercury, where he served in several businesses as vice president of research and development (R&D). He supervised R&D for the entire HP Software BTO portfolio, after closely managing many products including Business Availability Center, IT Service Management and Project and Portfolio Management. In addition, he oversaw several acquisitions (including Appilog and its uCMDB technology) and successfully integrated their products and teams into the company.

Prior to his three years at Mercury, Armon co-founded and spent 12 years at Enigma Information Systems, an information retrieval company. There, he served as chief technology officer and general manager of R&D, product and services departments. Ronnen has over 20 years of experience building enterprise software and serving the enterprise market.

Ronnen received a master's degree in operations research and information system analysis from the Technion, Israel. He lives in the San Francisco Bay area.

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Oliver Bahns

Global Director, Automotive and Aerospace Industries, Worldwide Manufacturing & Distribution Industries, Technology Solutions Group

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Oliver Bahns leads the HP global industry vertical for the automotive and aerospace industries.

Bahns and his team are responsible for setting HP's global strategy and business development activities related to the full portfolio of HP hardware, software and services for the automotive and aerospace industries worldwide.

Bahns has over 15 years experience in manufacturing, working for leading consulting and IT companies in Asia, Europe and the US. Before HP, he was heading Global Business Development and Consulting for the Automotive and Manufacturing Industry at T-Systems, a leading IT and Telecommunication Service provider.

Bahns' career has followed the automotive industry and began at the Fraunhofer Society, the leading organization for applied research in Germany, where he was a consultant on various automotive customers in APJ and EMEA. Following that, he worked at Debis Systemhaus, the former IT subsidiary of Daimler Benz, where he developed and grew a consulting practice for supply chain management. Oliver then moved to T-Systems, where he held several positions in consulting, sales and business development.

He holds a master's degree in industrial engineering from the Technical University Berlin in Germany. During his career Oliver has spent some years living in South Korea and Indonesia. He currently is based at HP Germany headquarters in Boeblingen.

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Greg Battas

Chief Technology Officer, Business Intelligence Solutions, HP Software & Solutions, Technology Solutions Group

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Greg Battas is a distinguished technologist at HP, where he consults with HP's largest customers across industry segments.

Currently, he is the creator and lead program architect of a unique, new HP solution designed to change the way businesses approach enterprise data management projects. Previously, he spearheaded the company's entry into Decision Support Systems (DSS)/Business Intelligence (BI), leading a team that built some of the first very large databases (VLDBs) on massively parallel processing (MPP) technology. He also co-authored "Building the Operational Data Store" with industry legend Bill Inmon.

In 2000, Battas patented a unique approach to accessing critical business information by decision makers in near real time, the Zero Latency Enterprise (ZLE). ZLE enables enterprises to remove the latency from their information flow, which enables them to more effectively manage the supply chain, streamline business processes, and greatly enhance customer relationship management (CRM) capabilities.

Battas graduated from Indiana University with a Bachelor of Science in decision sciences, and since then has been at the leading edge of pivotal IT trends: client/server, DSS, BI and real-time computing for HP.

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John Bennett

Worldwide Lead, Data Center Transformation Solutions, Technology Solutions Group

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John Bennett is worldwide lead for Data Center Transformation solutions for the Technology Solutions Group at HP.

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Bennett is focused on helping customers transform their data centers into strategic assets that support business growth and innovation. His team helps customers adapt new infrastructure, modernize applications and implement service management practices.

Bennett has been with HP for nearly 30 years, with a career ranging from engineering through product management, product marketing and program management.

He has a Bachelor of Science in mathematics and a Master of Science in computer science from Rensselaer Polytechnic Institute in Troy, N.Y., as well as an MBA from Clark University in Worcester, Mass.

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Vice President, EMEA Sales

James Best assumed the role of vice president of EMEA Sales for EDS, an HP company, in January 2007. In this role, he has overall responsibility for all strategic decisions relating to sales and growth for markets in Europe, Middle East and Africa.

Best's main focus is to increase the win rates on profitable deals to help toward the goal of confirming HP as the leader in IT services.

Before this assignment, Best was regional sales leader for EDS' U.S. Western Region, where he led the development of EDS' global sales framework. He joined EDS in 1989 as a sales executive before moving to Japan in 1995 to complete the acquisition and integration of LINC computer into EDS Japan.

Over the next six years, Best held multiple leadership roles in sales, operations and general management in EDS Japan, Singapore, Malaysia and Korea.

He has completed several post-graduate executive level programs at INSEAD in France, MIT in Boston, and the University of Michigan Business School in Hong Kong.



Michael Blum

Vice President, Worldwide Financial Services Industry, Technology Solutions Group

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Michael Blum leads the Worldwide Financial Services Industry team and is responsible for solutions development, thought leadership and driving HP's expansion and growth in banking, capital markets and insurance.

Blum joined HP from Amdocs, where he was president of the Financial Services Division. Prior to Amdocs, he was a leader of IBM's multibillion-dollar Global Banking Practice, driving IBM solutions for the banking industry in the Americas, Europe, Middle East, Africa and Asia Pacific.

Earlier in his career, Blum enjoyed a long tenure at PricewaterhouseCoopers, where he held a variety of executive positions, culminating as global managing partner of Financial Services. He has more than 30 years of experience in information and technology consulting and integration, working with money-center banks, large brokerage firms and national insurance companies. He has personally consulted to financial institutions including JPMorgan Chase, BankAmerica, Citibank, American Express, Credit Suisse, ABN AMRO, Bank of China, Dresdner Bank and others. Prior to consulting, Blum worked on Wall Street, implementing securities back-office systems and banking branch networks.

Blum holds a Bachelor of Science in biology from State University of New York at Albany, and a Bachelor of Arts from Tel Aviv University in Tel Aviv, Israel.

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Joe Bottazzi

Vice President and General Manager, Technology Services, Technology Solutions Group

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Joe Bottazzi is the vice president and general manager of HP Technology Services and Pursuit Organization in the Americas, a multi-billion dollar business that includes the United States, Canada and Latin America/Caribbean regions.

Bottazzi responsibilities span the entire Services go-to-market value chain including marketing, sales, customer solution development, service delivery and account development. He is focused on driving growth while attaining exceptional total customer satisfaction by adding value to HP's clients' business through innovative solutions.

Additional responsibilities include balanced performance across the Services portfolio, growth and development of Technology Services employees, partnerships with alliance and channel partners to deliver total solutions and the implementation of tools and processes that enable world-class support and services.

Prior to this position, Bottazzi served as vice president of the HP Services US Pursuit Organization in the United States where he successfully drove the profitable growth of the Technology Services business in the US. He has also served as director and general manager for HP Services in the Northeastern US and has held a range of other sales and marketing management positions within the company.

Bottazzi holds a Bachelor of Science degree in marketing from Glassboro State College and an MBA-Finance from Fordham University.

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Kirk Bresniker

Chief Technologist, Business Critical Systems, Enterprise Storage and Servers, Technology Solutions Group

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Kirk Bresniker sets the technology direction for the Business Critical Systems (BCS) unit of HP.

In this role, Bresniker and his team play a vital role in delivering the future direction for HP's mission critical offerings. He has a unique ability to track innovations in a wide range of technologies and an appreciation of rapidly evolving business opportunities. In addition, Bresniker focuses on integrating BCS technologists across the Enterprise Servers and Storage (ESS) community and bringing their skills, expertise and experiences to the broadest possible set of customer challenges.

A prime innovator and evangelist for the blade system, Bresniker was recently named an HP Fellow for his career-long contributions and accomplishments related to bladed modular architectures. The title of Fellow is an honor reserved for a few extraordinary contributors on the Technical Career Path (TCP), HP's career and development program for technologists.

Bresniker began his career at HP's General Systems Laboratory developing PA-RISC processor boards for HP9000 and HP3000 Servers. Since 1993 he has led the team designing multiple generations of entry level PA-RISC and IPF systems include HP Integrity BladeSystem servers. An innovator, he holds 22 US patents and 10 European patents with seven more US patents pending. His decade-long development of the bladed modular architectures is an excellent example of his ability to bring long-term technical and business agendas to fruition.

Bresniker is a 1989 BSEE cum laude graduate of Santa Clara University.

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Gary M. Budzinski

Senior Vice President and General Manager, Technology Services,
Technology Solutions Group

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HP senior vice president and general manager, Gary M. Budzinski, is the worldwide leader of HP Technology Services, a global organization responsible for helping customers manage and transform their technology to reach better business outcomes and increase customer satisfaction. This includes a portfolio of services focused on support, deployment, availability, infrastructure and security solutions for business-critical, homogeneous environments all designed for the customer.

In his current position, he is dedicated to transforming Technology Services (TS) into a global customer experience-centric organization. Technology Services offers broad solutions and end to end infrastructure capabilities with a focus to expand the proven TS portfolio into all segments (while also deploying authorized channel partners). He works closely with HP product groups to ensure HP customers have access to the complete solutions they need to standardize, optimize and automate to keep their technology and business working.

Budzinski has a deep background in information technology and organizational transformation. Previously, he led the Americas region for HP Services which included Technology Services, Consulting Services and Outsourcing Services. Before joining HP in 2005, he was the President of Aon Consulting Human Resources Outsourcing. Earlier, Budzinski had an extensive career with EDS Corp. in different executive roles.

Budzinski has a bachelor's degree in mathematics from Lawrence Technological University in Southfield, Michigan, and a master's degree in computer information management from Oakland University in Rochester, Michigan. He has studied extensively in the fields of mergers and acquisitions and global management at the Thunderbird School of Global Management and has participated in executive development programs at the London Business School and the Kellogg School of Management at Northwestern University.

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Jean-Luc Chatelain

Chief Technology Officer, Information Optimization, HP Software & Solutions, Technology Solutions Group

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Jean-Luc Chatelain, HP Fellow, leads the newly formed Chief Technology Office for Information Optimization as the chief technology officer, driving the company-wide, software strategy for business intelligence and information management.

Chatelain works closely with the senior chief technology officers in HP Labs and HP business management. He most recently led HP's Information Management (IM) strategy and technology team, which set the strategy that has put the business on a trajectory to achieve \$1 billion in revenue in 2011. Chatelain and his team also drove the innovation and inorganic growth opportunities for the business. Prior, he was the worldwide chief technologist of Information Lifecycle Management (ILM) for HP's StorageWorks division, where he created the overall ILM strategy for the division.

Chatelain has extensive experience in business intelligence and information management. He joined HP as part of the PERSIST Technologies acquisition, a world leader in grid storage and archiving solutions technologies, where he was founder and chief technology officer. Since that time, he has had significant pan-HP experience as an HP Fellow.

He earned his degree in computer science and electrical engineering in Paris, France and has completed his business administration education at the Emory University Goizueta Business School in Atlanta, GA.

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Monique Dahler

Director, Marketing, Financial Services Industry, Technology Solutions Group

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Dahler is director of the Financial Services Industry (FSI) division at HP and a member of the global FSI leadership team.

In her current role, she is responsible for designing and implementing programs that accelerate HP's growth in banking, capital markets and insurance, and enhance HP's leadership position as a strategic technology partner and total solution provider to the world's leading financial institutions.

Dahler has more than 20 years of experience in the financial services industry, where she has held a number of national and international senior management positions. She has broad sales and marketing expertise as well as substantial operational and strategic business development experience, particularly in the fields of retail and wholesale banking. Prior to her current role, she was global marketing director, Financial Services Industry, HP, where she was responsible for designing and implementing strategic marketing programs that drove thought leadership and demand generation for HP's industry solution portfolio.

Previously, Dahler was general manager for Fortis in the Czech Republic, where she was responsible for initiating and driving business development projects to establish foreign exchange and retail banking activities in Eastern Europe. Subsequently, in her role as business development manager within the Wholesale Banking and Treasury Division of Fortis, she led international expansion across Europe. Prior to joining HP in 1999, as a key member of the Fortis strategic business development team, she focused on future retail banking and multi-channel distribution strategies.

Monique holds a degree in economics from MDS College in Heerlen, the Netherlands, and in business administration from HBO College, Enschede, the Netherlands. She is based in Amsterdam.

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Darl Davidson

Vice President, US Manufacturing Industry, EDS, an HP Company

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Darl Davidson leads the Manufacturing industry business for EDS, an HP company in the United States. He is responsible for strategy, leadership, client care and growth of EDS' IT outsourcing, applications and business process outsourcing business. This significant business includes marquee clients such as Microsoft, Daimler, Northrop Grumman, Delphi, Sun Microsystems, Xerox, International Paper, US Steel, Owens Illinois and others.

Prior to this role, Davidson was vice president of the U.S. West Region for Global Sales & Client Solutions. Under Davidson's leadership, EDS expanded its presence across all of EDS' lines of business.

Davidson's EDS career spans more than 30 years. He was president of EDS' Northern Europe Strategic Business Unit, made up of the Benelux and Nordic countries. He was also president for EDS' General Motors International unit, with operations in Europe, the Middle East, Africa, Asia and Latin America.

Davidson returned to EDS in 2002 after serving as chairman and chief executive officer of the Totality Corporation, a high-end e-commerce site management firm based in San Francisco.

He earned a Bachelor of Business Administration degree from Furman University and participated in EDS' extensive engineering development program. Active in the community, Davidson is currently a board member of the National Association of Manufacturers and has served on the boards of directors for the International School and the American Chamber of Commerce, both in Brussels. Davidson has lived and worked in Brussels, Stockholm, the United Kingdom and the United States. He currently reside in Charleston, South Carolina.

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Mark DeBenedictus

Vice President, Global Financial Services, EDS, an HP Company

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Mark DeBenedictus is vice president of Global Financial Services.

He is responsible for leading Financial Services Business growth strategy in this multibillion dollar market including banking, insurance and capital markets. With this added responsibility DeBenedictus will oversee development of industry strategy, client relationships and go-to-market plans for industry solutions and business partners throughout the world. Prior to this expanded role, he had responsibility for leading the North America financial services business end to end.

Previously, he was vice president of EDS Global Service Delivery for Australia and New Zealand, where he oversaw the company's existing business including all client and operation activities for the region. Before this role, DeBenedictus was managing director of EDS Credit Services, Asia Pacific where he was responsible for the strategic direction, market positioning and delivery of this US\$250 million process outsourcing business for EDS.

Early in his career, DeBenedictus was president and CEO of Wendover Financial Services, a wholly owned subsidiary of EDS, specializing in mortgage and credit card outsourcing. DeBenedictus joined EDS in 1983 and has progressed through several operational and business development roles.

He has written a number of financial industry articles, participated in various media interviews and done numerous presentations on how "mass customization" is changing the credit process industry.

DeBenedictus is a graduate of EDS' Executive Banking Curriculum and Systems Engineering Development Program. He received a Bachelor of Arts degree in business administration and computer science from the State University of New York in 1983.

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Giuliano Di Vitantonio

Director, Marketing and Alliances, Business Intelligence Solutions, HP Software & Solutions, Technology Solutions Group

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Giuliano Di Vitantonio is the head of Business Intelligence Solutions' (BIS) Global Marketing and Alliances for HP.

In this role, Di Vitantonio is responsible for the market and partner strategy of a newly created organization that combines consulting services and platform technologies to create business solutions for customers.

In prior roles, Di Vitantonio served as a strategy director and a business development director within the Office of Strategy and Technology and a senior research manager at HP Labs Palo Alto, where he was responsible for research management, business development and innovation incubation. Before moving to the US, seven years ago, he held several technical and management positions with HP in the United Kingdom.

Di Vitantonio's business and technical interests include business value analysis of technology and IT Governance. He has published several papers on these topics, was keynote speaker and panelist at multiple international conferences and visiting lecturer at St Mary's College, ENST Bretagne and Universidad Politecnica de Madrid.

Giuliano holds a master's degree in electrical engineering from the University of Bologna, Italy, and an MBA from the London Business School.

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Steve Dietch

Vice President, Marketing, Communications & Media Solutions, HP Software & Solutions, Technology Solutions Group

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Steve Dietch is vice president of marketing for the Communications & Media Solutions (CMS) business.

He is responsible for building market insight, raising the outbound profile of CMS and empowering the sales force. He works with customers, partners, sales and internal groups in driving inbound and outbound programs. Dietch previously held the position of vice president of marketing for OpenCall, which included driving product marketing, solution marketing, services marketing, the partner program and strategic relationship management.

Prior to the HP-Compaq merger, Dietch was with Compaq for four years – most recently as director of product and portfolio management for the Telecom Division. In this role, he was responsible for segment strategy, product/solution concept identification, make vs. buy decisions, partner identification-assessment-recruitment, pricing and go-to-market models and solution readiness across four domains – Enhanced Network Services & Infrastructure, Network Elements, Operations Support Systems and Business Support Systems. Previously, Dietch had global responsibility for driving Compaq's Business Critical Solutions into the service provider and emerging markets. Dietch was involved in a number of major deals including EDS, Energis and HostCentric. He also led a corporate, cross platform initiative with Oracle Corporation, focusing on software as a service. Upon joining Compaq, Dietch was in a business development role, focusing on accelerating penetration of Compaq's high-end solutions into enterprise ecommerce environments.

Before joining Compaq, Dietch was a management consultant with Booz-Allen Hamilton, focusing on the communication, media and technology industries. He also spent seven years in Europe in various management roles with IBM and Wang Laboratories.

Dietch has an MBA from the Wharton School of the University of Pennsylvania, Master of Science in computer science from Boston University, and Bachelor of Science in computer science from the University of California.

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Jim Dullum

Vice President, Global Transportation Industry, EDS, an HP Company

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James W.S. "Jim" Dullum is vice president and leader of the Global Transportation Industry for EDS, an HP company.

His responsibilities include development of industry strategy, sales support programs, intellectual capital development and the go-to-market plans for EDS' solutions and business partners. Previously, Dullum was responsible for all clients and sales within the transportation industry in the United States.

Dullum was also an enterprise client executive for the Sabre account at EDS. This key account advanced EDS as the number one provider of global information technology (IT) services to the airline industry. Dullum oversaw EDS' outsourcing work and partnered with Sabre to enhance its leadership position in travel distribution, as well as jointly market IT solutions and services to the travel and transportation industries.

Before Sabre, Dullum was president of the Transportation global industry group. He and his team led the delivery of EDS' end-to-end capabilities to a diverse client base that included air carriers, airports, logistics and transport enterprises, hotel companies, cruise lines and major reservations networks.

Dullum joined EDS in 1993, as a consulting principal for travel, transportation and logistics. He later served as vice president of business development for the Transportation Industry Group; account executive for BTIA; and director of Corporate Acquisitions and Alliances.

Before EDS, Dullum was a senior executive with investment banking and consulting firms that serve clients in the financial services, information technology and transportation industries. He also was vice chairman of Citicorp Information Management Services.

Dullum is a member of the Harvard Alumni Club, Omnicrom Delta Kappa and the Masonic Order.

He graduated cum laude from the Georgia Institute of Technology with a Bachelor of Science in mechanical engineering. Dullum earned a MBA from the Harvard Graduate School of Business.

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Senior Vice President and General Manager

Joe Eazor is senior vice president and general manager of EDS, an HP company. He is responsible for all facets of the operations and P&L for the EDS business unit. Eazor reports directly to Ann Livermore, executive vice president, Technology Solutions Group, HP.

Eazor most recently served as EDS' executive vice president of Corporate Strategy and Business Development, where he was responsible for EDS' efforts during the acquisition by HP and subsequent integration of the two companies.

He has held a variety of leadership roles within EDS, including senior vice president and general manager of EDS Asia Pacific, vice president and general manager of EDS Asia, and vice president and general manager of the company's Business Process Outsourcing (BPO) unit.

Before EDS, Eazor served as an A.T. Kearney vice president and global industry practices leader. He also served as a partner and co-leader of Ernst and Young's Strategic Advisory Services Practice, served as a principal with AlixPartners LLC, and was the CEO of Springbow Solutions, a private equity-backed business-to-business software and services company.

Eazor currently serves on the board of directors of Mphasis, and is a member of the University of Chicago Graduate School of Business Global Advisory Board. Previously, he served on the boards of A.T. Kearney and ExcellerateHRO, EDS' HR outsourcing joint venture with Towers Perrin.

He has an MBA degree from the University of Chicago and a bachelor's of science degree from the Colorado School of Mines.



Patrick Eitenbichler

Director, Product Marketing, Information Management, HP Software & Solutions, Technology Solutions Group

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Patrick Eitenbichler is the director of product marketing for HP Software's Information Management (HPSWIM) business unit.

In this role, he is responsible for worldwide marketing communications, launches and pricing strategies for HPSWIM products and solutions for data protection, document and records management and content archiving (email, file and database). In addition, he coordinates the go-to-market strategy, messaging and activities across the entire HPSW IM portfolio between product divisions, regional teams and partners – to help customers drive better business outcomes from their technology acquisitions.

Previously, Eitenbichler was responsible for worldwide marketing communications, launches and pricing strategies for HP's StorageWorks products and solutions including Information Lifecycle Management (ILM), Business Continuity, Storage Consolidation, Storage Area Network (SAN), Network Attached Storage (NAS) and Tape solutions.

Eitenbichler has held a broad range of marketing, supply chain and service and support positions over his 15-year career. His experience spans product management of hardware and software products, customer support, channel marketing, marketing communications and business development in HP's Americas field organization.

Eitenbichler holds a bachelor's degree from Southwestern University in Georgetown, Texas, and a master's degree from Regis University in Denver, Colorado.

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Jamie Erbes

Vice President and Chief Technology Officer, HP Software & Solutions, Technology Solutions Group; EDS Fellow

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Jamie Erbes leads the Chief Technology Office for HP Software & Solutions as chief technology officer and is also an EDS fellow.

As the chief technology officer for Software & Solutions, Erbes is responsible for driving the company-wide software strategy for Business Technology Optimization (BTO) – our IT management software – and Communications & Media Solutions, with offerings for the communications, media and entertainment industries. She works closely with other HP senior chief technology officers, HP Labs and HP Business Management to bring innovative thought leadership into HP Software products and services.

Erbes joined the Office of Strategy and Technology (OST) from EDS, an HP company, where she most recently was the chief technology officer, an EDS fellow and director for the Enterprise Service Management portfolio. In this capacity, she helped launch a new service line focused on global automation and enabling technologies in support of ITIL service management processes.

The title of EDS Fellow is awarded to the corporation's most innovative thought leaders in recognition of their exceptional achievements. As an EDS Fellow, Erbes helps to develop enterprise-wide initiatives that shape the future of EDS.

Previously, she served as the chief technology officer of the EDS Infrastructure portfolio where she produced the strategic technical road maps to bring the LoudCloud MSP business and Opsware technology into the EDS business. Before joining EDS, she held numerous leadership roles at LoudCloud, Inc. where she led the first releases of Opsware and other Web-hosting automation solutions. Erbes began her career in the telecom industry leading OSS development teams at Wiltel, WorldCom and @Home.

Erbes earned her computer science degree at East Central University in Oklahoma.

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Anand Eswaran

Vice President, Global Professional Services, HP Software & Solutions,
Technology Solutions Group

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Anand Eswaran is the vice president of Global Professional Services (PS) for HP Software & Solutions.

The PS team supports the deployment of solutions across the entire Software & Solutions portfolio of Business Intelligence, Information Management, project & portfolio management, SOA solutions, application quality & performance testing and operations solutions supporting ITIL initiatives.

He comes to HP Software from Vignette, where he spent the 8 years in various leadership positions and most recently served as the vice president of Global Professional Services. Under his leadership, the PS organization grew revenue by 73% over the past three years, while doubling the operating profits over the same period of time

Prior to Vignette, Eswaran managed the ERP and Business Intelligence Practice at Braun Consulting (now Fair Isaac) for the mid-west. Eswaran previously held a number of positions all directly related to professional services management, and leadership.

Eswaran holds a master's in computer science and is part-time pursuing a doctorate in archeology.

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Scott Farrand

Vice President, Industry Standard Server Software, Technology Solutions Group

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Scott Farrand is vice president of Industry Standard Server (ISS) Software in the Technology Solutions Group at HP.

Farrand and his team focus on the total business for ISS software and related internal and external partnerships. The unit includes ISS management software, operating systems, SmartStart and virtualization software technologies.

Farrand joined HP in 2005 with the acquisition of RLX Technologies. He joined the founding team at RLX Technologies in December 2000 and was responsible for operating systems support, ServerBlade management and solutions development for scale-out applications.

Farrand formerly worked for Alta Vista Company, where he helped port the infrastructure for the search engine web software from C/C++ on an expensive compute infrastructure to many inexpensive Linux industry-standard x86 servers. Prior to Alta Vista, Farrand was at Compaq Computer Corp. for 12 years, where he founded and developed the company's first systems management products. He brought these products through several generational designs, including web-based solutions and porting multiple platforms such as: Windows NT®, NetWare, SCO-Unix, Tru64 Unix, Win95, Win98 and OS/2. He directly managed the Systems Management group of 130 full-time and 20 contract employees and several overseas programs.

Before joining Compaq, Farrand founded a start-up software company where he developed the Windows Terminal program.

Farrand earned a Bachelor of Science in mechanical engineering from the University of Illinois. He holds 10 U.S. patents in systems management.

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Vickie Farrell

Manager, Market Strategy, Business Intelligence Solutions, HP Software & Solutions, Technology Solutions Group

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Vickie Farrell develops competitive and marketing strategy for HP's Business Intelligence Solutions (BIS) business.

Farrell has authored numerous research and industry trends papers and recently authored HP's "Top 10 BI Trends for 2009" whitepaper. She serves as a source for HP BI Solutions' industry viewpoint regarding market directions.

Previously, Farrell spent six years as vice president of Data Warehouse Marketing at Teradata, during which time Teradata moved from brand X to worldwide market leader in data warehousing. She conceived of and drove the competitive migration program that resulted in over 120 migrations to Teradata in the first three years.

Previously at Digital Equipment Corp., Farrell brought Digital's Rdb relational database management product to market. Now Oracle Rdb, it was Digital's second most successful software product, at over \$100m in net operating revenue when it was acquired.

Farrell served on the DATAlegro Board of Advisors for two years, prior to the Microsoft acquisition.

She holds a bachelor's degree in mathematics and sociology from St. Lawrence University, and an MBA from Carroll Graduate School of Management at Boston College.

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Richard M. Fichera

Director, BladeSystem Strategy, Industry Standard Servers, Technology Solutions Group

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As part of the BladeSystem product group, Richard Fichera helps formulate hardware and software strategy for HP BladeSystem architecture.

Prior to joining HP, Fichera spent 10 years at Forrester Research and Giga Information Group (acquired by Forrester in 2003), where he was responsible for coverage of servers and emerging data center technology, including automation, virtualization and advanced management. Fichera was also an early employee at Egenera, Inc, an early blade server pioneer.

Fichera has been in the computer industry for over 30 years, has held positions in software development, product marketing, sales management and has consulted with a wide range of large end-user companies on data center technology and strategy.

Fichera earned a bachelor's degree in computer science, operations research and statistics from the University of California, Berkeley.

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Martin Fink

Senior Vice President and General Manager, Business Critical Systems,
Technology Solutions Group

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Martin Fink is the senior vice president and general manager of Business Critical Systems (BCS) for HP's Enterprise, Storage and Servers (ESS) business unit.

Fink previously led HP's Open Source & Linux Organization and the NonStop Enterprise Division; BCS resulted from the November 2006 combination of those two groups with Business Critical Servers. BCS leverages the merged assets of HP's high-end platform technologies and extends the value they deliver on top of any server, architecture and operating system combination.

Previously, as head of the NonStop Enterprise Division, Fink was responsible for the development, delivery and marketing of the HP Integrity NonStop family of servers, database and middleware software and solutions. He led the effort to develop and launch HP Neoview, an enterprise-class data warehouse platform, as part of HP's business intelligence portfolio. He oversaw the Atalla Security Products line of network security processors for banking, Internet and enterprise applications. Finally, he led the overall open source and Linux strategy across HP, helping the company gain external market leadership in Linux.

Finak joined HP in 1985 and spent his first 10 years in field operations in Canada, holding a variety of positions in hardware and software support, consulting and telecom sales. In 1995, he moved to HP's Ft. Collins, Colorado site to work in HP OpenView telecom, where he managed small business startup activities. He was the research and development (R&D) manager for the Verifone Software Business. Subsequently, he held the position of R&D lab manager in the Customer Solutions Organization, with responsibility for HP-UX, Linux and the patch program.

Fink is listed as co-inventor on two patents related to online e-commerce and is the author of *The Business and Economics of Linux and Open Source*, published by Prentice Hall.

He graduated in electronics engineering from Loyalist College in Ontario, Canada.

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Erik Frieberg

Vice President, Marketing, Business Technology Optimization Operations,
HP Software & Solutions, Technology Solutions Group

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Erik Frieberg is currently vice president of marketing for Business Technology Optimization Operations Software and has more than 20 years of industry experience in marketing, product management and corporate strategy functions.

Frieberg has extensive domain knowledge in enterprise/internet infrastructure, operations software, SaaS, application lifecycle management (ALM), and SOA. Previously, Erik led products, business development and strategy at Borland. In this role, he led the transformation of Borland from a development tools company to a leading provider of ALM systems. He worked with sales to grow ALM sales by 168% and led the acquisition of three companies.

Prior to joining Borland, he led worldwide product marketing for BEA, including BEA WebLogic Platform, WebLogic Server and BEA Tuxedo. At BEA, he led the introduction of products such as WebLogic Platform 8.1, WebLogic Workshop and the BEA Workshop Controls & Extensibility program, as well as taking an active role in BEA's developer marketing activities. Prior to joining BEA, he was senior director of worldwide marketing at Escalate, a software vendor that provided multi-channel commerce, order management and supply chain management applications to the consumer product and retail industries.

Prior to Escalate, Frieberg held senior marketing and product marketing positions at Persistence Software, Netscape Communications and KIVA software. During this period, he pioneered application server technology and application middleware. He began his industry career with Oracle, responsible for marketing financial and manufacturing applications.

He holds master's degree in management science from the Massachusetts Institute of Technology, and a bachelor's degree from Northwestern University.

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Lucio Furlani

Vice President, Marketing and Strategy, Technology Solutions Group,
Europe, the Middle East and Africa

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Lucio Furlani is vice president for Marketing and Strategy in Europe, the Middle East and Africa for the Technology Solutions Group at HP.

Previously, he led the Solutions Portfolio and Adaptive Enterprise strategy program for HP worldwide.

Based in Milan, Italy, Furlani has covered a number of management positions in Marketing, Sales and Business Development since he joined HP in 1994. He started his career in Honeywell Information Systems as a software engineer in research and development. Later he was a business development manager and project manager in the Bull Italia System Integration division.

Furlani has a degree in electronic engineering.

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Jim Ganthier

Vice President, BladeSystem, Enterprise Storage and Servers, Technology Solutions Group

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As vice president of BladeSystem marketing in HP's Enterprise Storage and Servers segment, Ganthier leads the BladeSystem Marketing and Solutions teams. He also heads Business Development, Business Metrics activities and the "Virtual Connect" product line profit and loss (P&L) for BladeSystem products worldwide. Jim Ganthier brings over 20 years of product management and end to end solutions delivery experience to his role.

Prior to this role, Ganthier was acting vice president of Worldwide Government Solutions, where he was responsible for developing the strategies and solutions offerings for customers around the world. Under his direction, HP received the Private Sector Council 2004 Leadership Award for its efforts with the U.S. Department of Homeland Security. As director and general manager of the iPAQ- Inter-Connected Products group, Ganthier drove the successful introduction of its Internet Access Devices, wireless and wired networking products, and residential gateway products. His duties spanned strategic management, product marketing and product development of iPAQ devices and products worldwide.

Ganthier formerly served as director of worldwide product design and development for Compaq's Presario products., Ganthier has also held positions at Northern Telecom, now Nortel, and GTE Sylvania in the Caribbean. Ganthier is the recipient of 12 U.S. patents with several others pending.

Ganthier holds an engineering degree in industrial systems with a minor in production and operations management from Florida International University, an MBA from Florida Atlantic University and has taken executive leadership courses at Harvard University.

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Vice President, EDS Worldwide Marketing

David Gee is vice president of worldwide Marketing for EDS, an HP company. In this role, Gee is responsible for driving the EDS marketing teams globally across a broad portfolio of Infrastructure Technology Outsourcing (ITO), Applications and Business Process Outsourcing (BPO) services. He drives worldwide marketing strategy, product marketing, planning and execution, including development and communication of messaging and demand generation for all aspects of the EDS portfolio. Gee reports to EDS Senior Vice President and General Manager Joe Eazor and also serves as part of the HP Technology Solutions Group functional marketing leadership team.

Before his current role, Gee was vice president of marketing for HP Software, where he was responsible for all brand positioning and demand generation activities, including campaign development, user conferences, press and analyst relations for HP's enterprise software and solutions portfolio. During his five year tenure in this position, Gee played an integral role in transforming HP's software business and brand through a series of strategic acquisitions and the tripling of the unit's workforce and revenues. Gee's marketing leadership was instrumental in building credibility for the HP Software brand and positioning HP as one of the premier software organizations in the world.

Before HP, Gee was vice president, International, for the Yahoo! Enterprise Solutions business unit and was responsible for the sales, marketing, operations and overall business strategy of Yahoo!'s offerings in the enterprise information portal marketplace outside the United States.

Previous to Yahoo!, he was vice president of Sun Microsystems' Global iForce programs. He joined Sun in 1999 as vice president of marketing for the company's Software Systems Group. Before joining Sun, he was the director of IBM's NetGen group, where he spearheaded the European development of this division, which was focused on sales and marketing initiatives for the ISP, ASP and Internet markets.

In 1999, Gee was recognized by Technology Review, MIT's magazine of innovation, with inclusion on its "TR100" list of 100 young innovators who exemplify the spirit of innovation in science, technology, business and the arts.

Gee holds a bachelor's degree in marketing from Lancaster University, England, and an MBA degree from Georgetown University.



Gerri A. Gold

Vice President, Global Sales and Marketing, HP Financial Services

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Gerri Gold leads HP Financial Services' Global Sales & Marketing organization, with responsibility for sales strategy, sales development and processes. In addition, she is accountable for global strategy, marketing communications, business development and pricing.

During her tenure at HP Financial Services, Gold co-led the North American region as the merger between Compaq Financial Services (CFS) and HP Technology Finance was completed.

She joined CFS in 1997 as vice president of corporate development and global remarketing. In that capacity, she led worldwide strategy development across all customer segments. She provided strategic direction for marketing, financial asset management, e-business, global accounts and profit and loss ownership for the remarketing organization.

Previously, Gold served for four years as the president of AT&T Credit, the largest unit of AT&T Capital Corporation, which provided equipment financing to Lucent Technologies, AT&T and NCR. She also held a number of executive positions at AT&T Capital including operations director and marketing director. Before joining AT&T Capital Corporation in 1985 as one of its founding members, Gold held management positions in marketing, product development and finance with AT&T.

Gold earned bachelor's degree from University of Michigan and an MBA in finance from New York University.

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Paul Gottsegen

Vice President, Marketing, Industry Standard Servers and HP BladeSystem, Technology Solutions Group

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Paul Gottsegen serves as vice president of Industry Standard Servers (ISS), overseeing the product marketing, strategy and business operations of the ProLiant and BladeSystem product lines.

Prior to HP, Gottsegen was vice president of Enterprise Marketing at Dell Inc, leading the product marketing, outbound marketing and enterprise alliances for the server business. He also served as vice president of marketing at Panasas Inc, a storage system provider for high performance cluster computing.

Gottsegen began his career at Compaq Computer Corporation, spending 13 years in various roles in the enterprise division including launching the original Systempro server, leading the product launch effort for the original ProLiant server launch and as vice president of North America sales region ISS business.

Gottsegen holds a bachelor's degree in computer science from Brandeis University and a master's degree in business administration from The Wharton School.

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Don Grantham

Senior Vice President and Chief Sales Officer, Technology Solutions Group

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Don Grantham is senior vice president and chief sales officer at HP. He is responsible for the company's enterprise accounts and public sector sales as well as sales for the communications, media and entertainment; financial services; manufacturing and distribution; and health and life sciences industries. Grantham also is responsible for worldwide alliance sales, sales operations, compensation and support, global pre-sales and the company's go-to-market effectiveness.

Prior to joining HP, Grantham spent nine years at Sun Microsystems, culminating in his last position as executive vice president of Global Sales and Services, reporting to the chief executive officer. He was responsible for the overall leadership of more than 17,000 employees around the world. Under Grantham's leadership, Global Sales and Services delivered a consistent, integrated and responsive customer experience.

Grantham started his career in high tech with IBM. During his 17 years there, he held numerous leadership roles, including executive management responsibility for sales in Northern Europe during his final three years at the company.

Grantham was educated in the United Kingdom, where he continues to be based.

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Alyson Griffin

Director, Marketing, Scalable Computing & Infrastructure, Enterprise Storage and Servers, Technology Solutions Group

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Alyson Griffin is the senior director of marketing for HP's Scalable Computing & Infrastructure (SCI) organization, which is focused on delivering scale-out infrastructure solutions to high-performance computing, Web 2.0, cloud computing and enterprise customers.

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In her role, Griffin is responsible for driving all worldwide external and internal marketing activities for SCI. Griffin has more than 16 years of experience developing and driving strategic programs across the entire marketing and communications mix. In her 9 years at HP, Alyson has executed marketing programs across nearly every HP business, from PCs to printers to servers, where she led innovation in the New Media sector and pioneered measurement applications to demonstrate high ROI – all to drive product awareness and fuel sales.

Prior to joining HP, Griffin worked on the PR agency side for Porter Novelli and Wilson McHenry Company where she managed teams and large accounts in the Internet and technology sectors.

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Marius Haas

Senior Vice President and General Manager, HP ProCurve Networking

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Marius Haas is senior vice president and general manager of the HP ProCurve Networking business. He oversees the group's worldwide operations, with a focus on expanding its position as a leading networking supplier in the market.

Previously, Haas served as senior vice president of strategy and corporate development for HP. In that role, he led initiatives that focused on improving efficiency and driving growth, including the execution and integration of all acquisitions since 2004. He also oversaw the company's strategic planning process, new business incubation and strategic alliances.

Haas joined Compaq in 1995 from Intel Corporation and has held a wide range of senior operations roles. His teams have developed and deployed enterprise software solutions, Internet and e-commerce capabilities, content management applications, IT services offerings, marketing programs and complex cross-company strategic programs.

Haas is a member of the McKinsey & Co. Chief Strategy Officer Council, the Ernst and Young Corporate Development Leadership Network and a Board Member of the ASAP organization. He has been active on several advisory boards including the Texas eCommerce Group, the eBusiness Research Center at Penn State University and Suffield Academy in Connecticut.

Haas received a BSBA from Georgetown University and an MBA in international management from the American Graduate School of International Management (Thunderbird) in Glendale, Ariz.

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George Haddad

Vice President, Human Resources, Enterprise Storage and Servers,
Technology Solutions Group

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George Haddad is the vice president of Human Resources for the Enterprise Storage and Servers (ESS) organization within HP's Technology Solutions Group (TSG). Haddad has worldwide responsibility to ensure that the ESS human capital plan is aligned to execute on the business plan. He is responsible for supporting the evolution of ESS to the Unified Infrastructure Business Model. Additionally, Haddad partners with the TSG business organizations to enhance organizational effectiveness, develop high-performance teams, drive HP's People Promise deeper into the ESS organization, and deliver world-class HR programs in support of the business.

Haddad has been with HP for about three years, most recently as the vice president, Human Resources for the TSG Sales, Alliances and Marketing organization. Prior to his current role, he has held senior HR management positions supporting worldwide sales and marketing and global research and development functions. He also worked within HP IT for three years developing systems for HRIS on a global basis. Haddad also has experience with mergers and acquisitions from his tenure at Nortel Networks.

Haddad earned a bachelor of science degree from McGill University with a major in mathematics and a minor in computer science.

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Tim Hall

Director, Services Oriented Architecture Center, HP Software & Solutions,
Technology Solutions Group

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Tim Hall is the Director for HP Software & Solutions' Services Oriented Architecture (SOA) Center.

During his time with HP, Hall has been driving SOA adoption within and across the entire software portfolio and is focused on productizing what he's learned about SOA adoption across the life cycle of services including aspects of governance, quality and management. With more than 17 years experience in implementing mission critical systems for Fortune 500 companies and building products for emerging businesses, Hall brings a wealth of expertise to HP Software including product management, delivery, research and development and support.

His personal SOA journey originally started at Talking Blocks in 2001, where he was vice president of professional services and support. Talking Blocks, one of the original Independent Software Vendors focused on SOA Management, was acquired by HP in 2003.

Hall holds a Bachelor of Arts degree in science and management from Claremont McKenna College with a concentration in physics.

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M. Douglas Hanson

Director, Global Energy Industries, Worldwide Manufacturing & Distribution Industries, Technology Solutions Group

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Doug Hanson joined HP in June 2007 to lead HP's Global Energy Industries, which includes Oil & Gas and Utilities.

Hanson's organization is responsible for the definition and execution of the global energy strategy and for establishing a portfolio of solutions that combine HP technology, services, knowledge and innovation to deliver better business outcomes in the quest to satisfy the growing demand for energy around the globe.

Hanson has more than 25 years in IT, 12 years in the energy sector, 17 years with IBM and eight years with BMC Software, where he was responsible for sales, sales management, professional services management and solutions marketing.

He has worked extensively with oil & gas and utilities customers in the Americas (United States, Mexico, Canada and Brazil), in Europe (UK, Netherlands, Norway and France) and in the Middle East (Saudi Arabia, Abu Dhabi, Qatar, and Dubai). He established and led a Process and Petroleum Industry group in the Middle East and Africa, based in Dubai, and went on to lead Upstream Solutions for EMEA, based in London.

To help customers tackle industry challenges, Hanson has helped HP assemble a team with top notch industry knowledge in the upstream, downstream and utilities businesses, combining with alliance partners to deliver solutions in key energy markets.

Hanson earned a bachelor's degree in commerce from the University of Calgary in Alberta, Canada, and is a certified information systems security professional.

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Jeffrey W. Hausman

Vice President, Industry Standard Storage, StorageWorks Division,
Technology Solutions Group

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As vice president of Industry Standard Storage (ISS), Jeff Hausman is responsible for the development and delivery of the ISS roadmap and go-to-market strategy for the HP StorageWorks Division.

Prior to HP, Hausman was vice president and general manager at Symantec where he was responsible for the Symantec Protection Network, delivering the Software-as-a-Service platform for IT services and bringing new service offerings to market. He also held the position of vice president of product management for Global Services with responsibility for consulting, education, enterprise support, managed services, security response and software as a service. Hausman also brings experience from VERITAS with storage management, data protection and archiving software knowledge.

Prior to that, Hausman helped a leading venture capital firm explore potential business and investment opportunities. He also served in a leadership capacity at several early-stage technology companies and consulted leading Fortune 500 clients for Booz Allen Hamilton and Decision Focus Inc.

Hausman earned a MBA from the Amos Tuck School of Business at Dartmouth College and a Bachelor of Arts in mathematics and economics from Claremont McKenna College.

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Vice President and Global SAP Practice Leader

Bob Hershey is vice president and SAP global practice leader for EDS, an HP company. He is responsible for building out and growing the partnership globally, including the SAP sales process, subject-matter expertise, solutioning and delivering SAP implementations.

Hershey's position is key within Applications Services in supporting EDS' strategic expansion of the global SAP application-based consulting practice. The Global SAP Consulting Practice is an integral component of EDS' growth plan for high-end, industry-focused applications development and consulting.

Previously, Hershey was vice president and SAP practice leader for the Americas and Asia Pacific. He was responsible for building out and growing the regional partnership in the Americas and Asia Pacific region.

Before joining EDS in 2008, Hershey was senior vice president and global enterprise solutions practice leader at BearingPoint Inc. and led more than 30 managing directors in the company's North American Technology Solutions organization including sales, delivery and operations. He was also key in developing strategy for BearingPoint's \$1.3 billion SAP and Oracle practices globally, spearheading its offshore delivery strategy and helping position its practice toward higher growth solutions and services. While at BearingPoint, he was also the global Oracle practice leader and global PeopleSoft practice leader where he grew sales and revenue significantly while improving partner retention rates.

Previously, Hershey served as a principal in charge of BearingPoint's (then KPMG Consulting's) North America Consumer and Industrial Markets eBusiness Practice and Consumer Markets Segment leader and principal for its North America Finance Practice. Hershey's career spans more than 25 years in consulting and professional services, with experience across multiple industries leading project and account turnaround efforts.

Hershey holds a bachelor of arts degree from Williams College in Williamstown, Massachusetts, and an MBA degree from New York University School of Business.



Thomas E. Hogan

Senior Vice President, HP Software & Solutions, Technology Solutions Group

Hewlett-Packard Company

Thomas E. Hogan serves as senior vice president for HP's Software & Solutions business.

Hogan has responsibility for all software functions, including sales, marketing, engineering, product development, operations and technical support. HP's Software & Solutions portfolio is focused on linking business and IT and managing IT as a business.

Prior to joining HP in 2006, Hogan served as the president and chief executive officer of Vignette, a publicly held software company specializing in enterprise content management. During his tenure as CEO from 2002 to 2006, Hogan transformed Vignette through a series of four strategic acquisitions, leading the company to sustained growth and profitability. He spent two years prior to his Vignette assignment as senior vice president of global sales and operations for Siebel Systems, where he helped quadruple total revenues.

Hogan began his career at IBM in 1982 and held a variety of executive posts, including his last assignment as vice president of midrange servers for the Americas region in 1999.

Hogan holds a master's in management from Northwestern University's Kellogg Graduate School of Management, graduating with distinction with concentrations in finance, international business and organizational behavior. He also holds a bachelor's in biomedical engineering from the University of Illinois.

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Greg Huff

Chief Technologist, Industry Standard Server, Technology Solutions Group

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Greg Huff is chief technologist for HP's Industry Standard Server business. He is responsible for aligning the division's technology investments and partnerships to its business objectives.

Previously, Huff was director of the High Performance System Lab and was responsible for the Superdome platform and its follow-ons. He has also worked as the director of planning and strategy for HP's PA-RISC and Itanium server families.

Huff has a Bachelor of Science in Electrical Engineering from Texas A&M University and an MBA from the Cox School of Business at Southern Methodist University. Huff joined HP in 1995 through the acquisition of Convex Computer Corporation.

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Mark Hurd

HP Chairman of the Board, Chief Executive Officer and President

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Mark Hurd joined HP in early 2005 as chief executive officer and president and was named chairman of the board of directors in September 2006.

With the goal of establishing HP as the world's leading technology company, Hurd has sharpened HP's strategic focus and concentrated its investments on three long-term growth opportunities: next-generation enterprise data center architecture and services; technologies for always connected, always personal mobile experiences; and a broad transition from analog to digital imaging and printing across the consumer, commercial and industrial markets.

At the same time, Hurd has improved HP's operating efficiency and execution as well as its financial performance and customer focus. The result has been increasing growth and profitability, greater value for shareholders and customers, and a stronger competitive position in global IT markets. Between the company's 2004 and 2008 fiscal years, HP grew revenue from \$80 billion to \$118.4 billion and more than doubled its earnings per share.

Prior to joining HP, Hurd spent 25 years at NCR Corp., where he held a variety of management, operations, and sales and marketing roles. He was named chief operating officer in 2002 and chief executive officer in 2003. Under his leadership, NCR reignited growth in its core businesses and improved from a net loss of \$2.25 per share in 2002 to net income of \$3.03 in 2004.

Hurd is additionally a member of the News Corp. board of directors.

He earned a bachelor's degree in business administration in 1979 from Baylor University.

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Subbu Iyer

Senior Director, Products, Business Technology Optimization Applications,
HP Software & Solutions, Technology Solutions Group

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Subbu Iyer is the senior director of products for Business Technology Optimization (BTO) Applications within the Software and Solutions division at HP. In this role, Iyer oversees planning, execution and strategic direction of the company's performance validation solutions.

Prior to HP, Iyer was VP of Marketing and Business Development at OpenClovis, where he was responsible for worldwide product strategy, marketing and global partnerships. Previously, Subbu was a successful technology entrepreneur and also held marketing, sales and technical leadership positions at VERITAS Software, Oracle and startups in the software industry.

Iyer holds an MBA from the Kellogg School of Management at Northwestern University and a Master of Science in engineering from Louisiana State University.

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James Jackson

Vice President, Marketing, Strategy and Operations, Business Critical Systems, Technology Solutions Group

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Jim Jackson leads the marketing, strategy and operations functions for the Business Critical Systems (BCS) unit of HP.

In this role, Jackson and his team are responsible for driving positive experiences among market influencers and customers for HP's mission critical offerings based on BCS products and technologies while preparing the market for our next generation Integrity solutions. The BCS focus on mission critical infrastructure includes providing a unique combination of mission critical scalability, availability, virtualization, manageability and multi-OS support offerings with the Integrity line of servers and blades, and additionally providing extreme availability and scalability with Integrity NonStop solutions. When a mother dials 911, a bank moves money, a customer submits an order, a patient needs a doctor or a stock exchange executes a trade, the system is mission critical and HP is there with business critical systems.

Jackson has more than 18 years of technology sector marketing experience, spanning global marketing strategy, branding, industry/vertical marketing, product and solutions positioning, analyst relations (AR) and public relations (PR). In his previous role as director of marketing and solutions for HP's Scalable Computing & Infrastructure (SCI) Organization, Cloud, Web 2.0 and High Performance Computing, Jackson was responsible for building and executing the worldwide SCI marketing strategy to increase demand for and elevate the positioning of SCI products and solutions with customers and influencers. Prior to that, he was responsible for managing all PR and AR for HP's Technology Solutions Group. He also served as director of worldwide public sector marketing, where he was responsible for leading development of a unified marketing strategy and driving HP's worldwide marketing initiatives within key public sector verticals. His background also includes leadership roles in services, storage and software, as well as more than four years of marketing experience from the CAD/CAM sector.

Jim Jackson has an MBA in Marketing from Miami University, Ohio and a BA from Muskingum College, Ohio.

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Don Jenkins

Director, Electronics Industry, Worldwide Manufacturing & Distribution Industries, Technology Solutions Group

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Don Jenkins is worldwide director of the electronics industry for HP's Manufacturing & Distribution Industries group.

Previously, Jenkins was vice president of product planning and marketing for the Business Critical Server division at HP, responsible for the marketing of HP's Business Critical Servers products including Integrity, HP9000 and Alpha servers along with the HP-UX, Tru64 UNIX, OpenVMS and Itanium Windows and Linux Operating Environments.

Prior to that, Jenkins was vice president of High Performance Systems (HPS) Product and Solutions Marketing for Compaq Computer Corporation. In this role, Don was responsible for driving the marketing integration of both products and solutions for the Alpha Tru64 UNIX and OpenVMS business.

During his 20+ years with Compaq (Digital), Jenkins held the position of vice president of product management and marketing for Compaq's UNIX Systems Business Unit, and was responsible for Strategic Business Development for Compaq's High Performance Server Business Unit. Jenkins has also held several key technology management positions.

Jenkins has served as director of Digital's Worldwide Electronics Business Unit as well as Digital's Engineering and Manufacturing Industry Solutions Business. Jenkins was heavily involved in the growth of Digital's Shop Floor Control and MES solution practice and represented Digital on the Board of directors of the CAD Frameworks Initiative.

During his three-year absence from Digital, Jenkins served as director of sales, marketing and product management for Intuitive Technology Corporation - a start-up company providing client/server and Internet-based software products for the Process Manufacturing market, and as president and chief executive officer of Integrated Systems Assemblies, a venture-backed Multichip Module company.

Jenkins holds a Bachelor of Science in chemical engineering and an MBA from the University of Massachusetts.

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Sandeep Johri

Vice President, Strategy and Corporate Development, HP Software & Solutions, Technology Solutions Group

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Sandeep Johri is responsible for HP Software & Solutions' overall business strategy, including mergers and acquisitions.

Prior to HP, Johri was an executive in residence at Mayfield Fund, a leading venture fund in Silicon Valley. Previously, he was founder and chief operating officer of Oblix, a leading provider of enterprise identity management solutions, which was acquired by Oracle in 2005. In 1999, Johri co-founded eBoodle, an e-commerce comparison-shopping service. He led the negotiations with various potential acquirers and successfully completed the acquisition of the company by BizRate.

Prior to Oblix, Johri was on Ed McCracken's staff at Silicon Graphics where he assisted McCracken in his responsibilities as co-chair of President Bill Clinton's Information Infrastructure Advisory Council (NII). Prior to SGI, Johri was a principal with the technology and telecom practice at Gemini Consulting, an international management consulting company.

Johri currently serves on the boards of BlueLane (security startup), Livedeal (online local classifieds website) and Persistent Systems (outsourced software development company based in India), as well as an advisor to several other startup companies.

Johri has an MBA from Stanford University, a master's degree in industrial engineering from Wayne State University and a bachelor's degree in mechanical engineering from Pune University, India.

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Vice President and General Manager, Business Process Outsourcing and Global Healthcare

Sean Kenny is the vice president and general manager of Business Process Outsourcing (BPO) and Global Healthcare, for EDS, an HP company. He is responsible for driving the business growth, strategy and investments required to support both BPO and healthcare business around the globe.

Kenny has more than 20 years of experience in the healthcare industry. EDS' healthcare clients include government health plans and organizations, commercial payers such as the Blue Cross and Blue Shield plans, as well as large provider and life sciences organizations. As global industry leader for EDS' BPO service lines, Kenny drives the strategy and performance of the company's BPO services. He reports directly to Senior Vice President and General Manager Joe Eazor.

Previously, Kenny served as vice president of Business Transformation Outsourcing Services, where he led EDS' global efforts to grow the transformational applications and business process outsourcing business.

Before joining EDS in July 2005, Kenny held various executive positions at Capgemini and was a partner with Ernst & Young. At Capgemini, Kenny was global leader of its healthcare practice. During his tenure, he also led the North America Sales and Marketing organization, focusing on business and process improvement and implementations. While at Ernst & Young, Kenny was responsible for growing the Global Health Care practice into one of the leading managed care consulting practices in the United States and Canada. While at Ernst & Young, he also led significant efforts in eCommerce, strategy development and implementation, business process reengineering, and organizational change management.

Kenny is the author of "The Contemporary Director" and a contributing author of "The Managed Healthcare Handbook," Fourth Edition. He has been a lecturer to the Institute of Management Consultants, addressing the development and implementation of business cases, and has been an annual lecturer at Washington University on the topic of business process transformation. He has also been a frequent speaker on a number of healthcare matters.



Mike Klaus

Vice President, Global Consumer Industries and Retail, EDS, an HP Company

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Mike Klaus is the vice president of Global Consumer Industries and Retail for EDS, an HP company.

As leader of the global industry segment, Klaus determines how EDS client, delivery and technical teams should align with customers to deliver quality and innovation. He also determines how EDS' distinctive competencies can bring the greatest value to consumer products and retail companies, and where EDS should invest to develop new capabilities. His 27 years of industry experience as a practitioner, consultant and technology expert directly to bear on the most intractable problems of our clients.

Klaus has deep expertise in supply chain innovation with experience leveraging technology to close gaps in execution among sales processes, customer service and customer fulfillment. He has a proven track record in helping clients improve their ability to sense and respond to demand signals, minimize costs and realize pragmatic improvements to their operations. He has worked with such leading companies as Kraft, McDonald's, Unilever, Avon, JM Smuckers and Kodak.

Klaus most recently led EDS teams within the Business Transformation and Outsourcing organization, including both Global Manufacturing and Global Consumer & Retail. Before joining EDS in 2005, he was president of Consulting at ArcStream Solutions, a business and technology consulting firm. He previously served as vice president of the North American Consumer Products Division at Capgemini and as a managing partner and senior vice president for CSC's North American consulting practice. Before starting his consulting career at Cleveland Consulting Associates, he held operating management positions at Pepsi, FTD, Hormel and Federal Mogul.

Klaus is a published author and sought-after speaker, having addressed audiences such as the Council of Logistics Management, the Grocery Manufacturers Association and the Food Marketing Institute.

He graduated with dual degrees in logistics and marketing from Michigan State University.

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Anton Knolmar

Vice President, Worldwide Marketing, HP Software & Solutions,
Technology Solutions Group

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Anton Knolmar serves as vice president of Worldwide Marketing for HP Software & Solutions with marketing responsibilities across the entire portfolio of Business Technology Optimization (BTO), Information Management (IM), Business Intelligence (BI) and Communications & Media Solutions.

He is a member of the HP Software & Solutions senior management team, as well as being part of the Technology Solutions Group functional marketing leadership team.

Knolmar has left his mark in marketing roles at the worldwide, regional and country levels during his career with HP. During the past five years, he has led EMEA marketing during a time when the business was transformed and rebranded through a series of successful acquisitions. His accomplishments include building close alignment of the EMEA marketing team with sales, providing key support as BTO emerged with the top market share in the region and leading the highly successful Software Universe and Communications World events for customers. Earlier, Knolmar was director of channels and marketing for HP in EMEA and held other worldwide and regional marketing roles.

Knolmar earned the HP European Achievers Club reward and received external honors for a direct mail marketing campaign.

He holds a master's in computer science from the University of Ulm.

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Senior Vice President, Americas

Mike Koehler is senior vice president of the Americas region for EDS, an HP company. He is responsible for accelerating market expansion and driving revenue and profit in Canada, Latin America, the United States and in EDS' General Motors account. He reports directly to Senior Vice President and General Manager Joe Eazor.

Before his current role, Koehler was senior vice president of Infrastructure Technology Outsourcing (ITO) and Business Process Outsourcing (BPO) for EDS. Before that, he served as executive vice president of Global ITO Services, which comprises Regional Operations (Americas, Asia Pacific and EMEA), Service Delivery Operations, U.S. Government Solutions and the Navy Marine Corps Intranet account. Previously, he was senior vice president of EMEA Operations, responsible for the end-to-end delivery to all EDS customers across the Europe, Middle East and Africa region, which includes service, contractual and financial performance, and sales. From 2004 to 2007, Koehler served as enterprise client executive (ECE) for EDS' Navy Marine Corps Intranet (NMCI) account. NMCI, the world's largest federal government information technology (IT) contract, is an enterprisewide managed service that ultimately will provide the U.S. Department of the Navy and Marine Corps secure and universal access to voice, video and data information exchange for more than 360,000 desktops at over 300 locations across the United States and sites in Cuba, Japan and Puerto Rico.

As NMCI's ECE, Koehler was responsible for the overall customer experience and all day-to-day activities of this account. Koehler brings extensive knowledge and experience to his current leadership role.

Previously, Koehler served as managing partner of Feld Ventures, a Feld Partners LLC firm formed in June 2001. Koehler directed the Feld Ventures' intellectual and financial investments in emerging technology companies to bring new innovative services, software and hardware to the enterprise market. Feld Ventures worked closely with The Feld Group, the venture capital community and technology leaders to champion improved technology solutions. Koehler had been with The Feld Group since 1994, most recently as chief operating officer of the organization.

During his tenure at The Feld Group, Koehler's assignments included chief technology architect, director and vice president for large-scale IT reengineering engagements at Westinghouse/CBS, Delta Air Lines and most recently at AmeriServe Food Distribution, Inc. While at AmeriServe, Koehler served as vice president, Operations and Technology, and managed all aspects of technology design and implementation, and day-to-day operations. He led a group that designed and implemented a companywide enterprise resource planning system, as well as a comprehensive set of systems

management tools to ensure successful ongoing operations.

While serving as the vice president of Technology at Delta, Koehler oversaw the development of a standardized enterprisewide systems architecture, which supported the complete renewal of the airline's entire application portfolio and increased service levels to business end users. As part of the Delta Technology team that won a Smithsonian Award for Technologic Excellence, he reduced the IT budget by more than 30 percent annually. Koehler has also developed detailed architecture, large-scale computing complexes, connectivity, and communications design and implementation for a variety of customers while working with IBM's Consulting Practice.

Koehler received his bachelor's degree in industrial engineering from Texas Tech University.



Sunil Kumar

Vice President, Worldwide Technology Services Portfolio, Technology Solutions Group

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Sunil Kumar is vice president of worldwide Technology Services portfolio which represents \$11 Billion of services business for HP.

In this role, Kumar and his team is responsible for the development of support and service solution offerings from Technology Services, across all customer segments. These offerings include reactive and proactive hardware/software support for HP and multi-vendor products, infrastructure consulting services and networking services. Kumar's portfolio team works with services sales and delivery organizations across regions to enable delivery and sales readiness of these offerings. Kumar is responsible for developing strong collaboration between Technology Services and other parts of HP business namely ESS, ProCurve, EDS, PSG and IPG to ensure Technology Services offerings are aligned with the overall strategy and these offerings enable a pull for other parts of the business. Sunil directly manages a team of 12 vice presidents and directors and is measured on revenue and margin performance of the worldwide Technology Services business.

Prior to this, Kumar has held a number of services sales leadership roles at HP. Kumar was vice president of worldwide business development for Consulting & Integration (C&I) Services where he was responsible for achieving profitable growth for the C&I worldwide business. Before that Kumar was vice president of Sales & Pursuit for HP Services in the Americas. In this role, he was responsible for driving profitable growth across all four services business units: Technology Services, Consulting & Integration, Outsourcing Services and Imaging & Printing Services in the Americas. Previously, Kumar led the HP Services business for Corporate Accounts and West Region in the Americas.

Sunil has 30 years of experience in the global IT industry. Prior to joining HP, he worked in the IT industry for 15 years. Sunil's expertise include IT services business management, delivery, operations and sales.

Sunil holds a Bachelor of Engineering degree in electrical and electronics engineering and an MBA degree and an Executive General Management diploma from the Harvard Business School.

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Uday Kumaraswami

Vice President, Global Consulting and Delivery, Business Intelligence Solutions, HP Software & Solutions, Technology Solutions Group

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Uday Kumaraswami is vice president of Global Consulting and Delivery for Business Intelligence Solutions within HP Software & Solutions.

Kumaraswami was previously vice president of HP's Consulting and Integration (C&I) Services business for Asia Pacific and Japan. He provided strategic leadership to reinforce HP's position as a leading global IT services provider in the region.

He joined HP as vice president of Worldwide Enterprise Applications Practice (EAP) for HP's C&I Services business, where he worked extensively with HP clients to provide well architected, cost effective industry-focused solutions, technology integration and partner applications. Kumaraswami was instrumental in directing HP's strategy for driving growth in the application services area and strengthening partnerships with key ISVs like Microsoft, Oracle and SAP.

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Scott Kupor

Vice President, Software-as-a-Service, HP Software Services, Technology Solutions Group

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Scott Kupor is the vice president of Software-as-a-Service in HP Software Services.

Kupor joined Hewlett Packard as part of the Opware acquisition where he had global responsibility for all facets of customer interaction including professional services, technical pre-sales and customer support. As senior vice president of customer solutions, Kupor provided Opware with a mix of expertise in operations, financial management and strategic partnerships. He joined Opware shortly after the company's founding and held numerous executive management positions including vice president, financial planning and vice president, corporate development. In these roles, Kupor led the company's private financing activities as well as its initial public offering in 2001, started the company's Asia Pacific operations via strategic partnerships with NEC, NTT and Samsung, and led the execution of the company's acquisitions of Tangram, Rendition, Creekspath and iConclude.

Prior to Opware, Kupor represented software companies in both financing and mergers and acquisitions transactions at Credit Suisse First Boston and Lehman Brothers.

Scott graduated Phi Beta Kappa from Stanford University with a bachelor's degree in public policy with honors and distinction. He also holds a law degree with distinction from Stanford University and is a member of the California bar.

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Rebecca Lawson

Director, Service Management and Cloud Solutions, Technology Solutions Group

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Rebecca Lawson is director of worldwide service management and cloud marketing initiatives for the Technology Solutions Group at HP. She is responsible for directing the market development, communications, customer requirements and integration of technology and service offerings on behalf of enterprise customers.

Lawson's background in enterprise technology spans product marketing and product management, marketing communications and business development.

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Mark Linesch

Vice President, Strategy and Portfolio Management, Enterprise Storage and Server, Technology Solutions Group

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Mark Linesch is vice president for HP's Enterprise Storage and Server (ESS) business, responsible for strategy and portfolio management. In this role, Linesch is focused on shaping business strategy to achieve targeted results across HP's world-class server, storage and related software portfolio.

Previously, Linesch was vice president of marketing, planning and operations for Infrastructure Software at HP. He was responsible for delivering solutions that unify data center resources through management, virtualization and automation so that customers can build next-generation data centers.

Linesch formerly served as president of the Open Grid Forum, an international standards organization accelerating the adoption of grid and related distributed systems technologies.

With more than two decades in the industry, Linesch has held executive positions in strategic planning, business development, and product and solutions marketing, as well as solutions and software engineering.

Linesch graduated with highest honors from the University of Cincinnati and is a recipient of the University of Cincinnati Scholarship Award for academic excellence.

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Ann Livermore

Executive Vice President, Technology Solutions Group

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Ann Livermore leads HP's Technology Solutions Group (TSG), an approximately \$41B business. TSG encompasses storage and servers, software and services, including EDS, HP's outsourcing business. The products and services from this organization serve HP's business customers of all sizes in more than 170 countries.

For more than two decades, Livermore has been involved with building solutions to help customers manage and transform their technology environments to optimize business outcomes. She joined HP in 1982, and held a variety of management positions in marketing, sales, research and development, and business management before being elected a corporate vice president in 1995.

Originally from Greensboro, North Carolina, Livermore holds a bachelor's degree in economics from the University of North Carolina at Chapel Hill, and a master's degree in business administration from Stanford University. In 1997, Livermore was elected to the board of directors of United Parcel Service. She is based in Palo Alto, California.

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Valerie Logan

Director, Strategy, Business Intelligence Solutions, HP Software & Solutions,
Technology Solutions Group

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Valerie Logan leads business strategy, planning and thought leadership globally for HP's Business Intelligence Solutions (BIS) business unit.

Since joining HP in early 2007 as part of the acquisition of Knightsbridge Solutions, Logan led the creation of HP's Worldwide Information Management Consulting Practice. She has been an active thought leader in the areas of business intelligence strategy, roadmap and governance, supporting clients in their Business Intelligence evolution.

Logan has over sixteen years of experience in the areas of integrated business intelligence, including a year with Knightsbridge focused on development and facilitation of the organization's growth strategy prior to acquisition by HP.

Logan previously spent over five years with the IBM/PwC Global BI Consulting Practice leading the internal programs that supported over 2,000 BI professionals globally, and five years in consulting at Price Waterhouse leading large-scale business intelligence programs for financial services clients. She began her career within the telecommunications industry enabling business process transformation through integrated performance measurement and analysis.

In 2008, Logan was honored by Consulting Magazine as one of the top Women Leader's in Consulting for her distinguished leadership in establishing HP's Information Management consulting practice globally within two years.

Logan holds a Bachelor of Science in mathematics from the State University of New York College at Buffalo, and a Master of Science in applied mathematics from New Mexico State University with a concentration in operations research.

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Alex Magness

Sales Director, Financial Services Industry, Business Intelligence Solutions, HP Software & Solutions, Technology Solutions Group, Americas

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Alex Magness is a financial services industry (FSI) sales director within the HP Business Intelligence Solutions (BIS) group.

Magness led the expansion of the Financial Services practice to record performance in the banking, capital markets and insurance sectors, focusing the practice on relevant and current industry trends such as Enterprise Risk Management, Customer Management and M&A-related data management best practices.

Prior to joining HP, Magness was a key player in the growth of Teradata's Financial Services practice which tripled revenues over five years from 2002 to 2007.

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Flynn Maloy

Director, Worldwide Marketing, Technology Services, Technology Solutions Group

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As the director of the HP Technology Services worldwide Marketing team, Maloy manages a team of 7 professionals responsible for marketing a \$9+ billion business, including key portfolios for Data Center Transformation services, Server and Storage infrastructure consulting, HP's Mission Critical services, Data Center Services including the acquired Critical Facilities consultancy EYP MCF, Network services and Unified Communications, Security services, HP Open Source and Software services and IT Service Management services.

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Maloy has been with Technology Services since joining HP in the late 1990's. His services experience has spanned the gamut of HP technologies; starting with the Printing and Imaging services division followed by time as a global business developer in PC/laptops Services group. In 2000, Maloy joined the Enterprise datacenter services marketing team and in 2001, he was chosen as the overall Support Services lead for the vast and complex effort to merge HP and Compaq's pre-merger customer support services businesses. Maloy was then asked to lead the TS Enterprise Solutions marketing team in 2002. In 2005, he stepped into his current position.

Early in his career, Maloy spent 10 years living and working in Asia in the import/export business out of Hong Kong and Taiwan, and as a product marketing manager in the technology media business based out of Osaka, Japan.

Maloy received a master's in international management from Thunderbird International School of Business and an MBA in services marketing and management from ASU Carey School of Business.



Octavio Marquez

Director, Enterprise Servers and Storage, Technology Solutions Group,
Latin America

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Octavio Marquez is the director of HP Enterprise Servers and Storage group for Latin America.

In this role, he is responsible for Business Critical Servers, Industry Standard Servers, and Network Storage Solutions for the region, leading the organization in charge of marketing, sales, manufacturing and distribution for Latin America.

Before this position, Marquez was the director and general manager of the Marketing and Alliances Group for HP Latin America and the Caribbean for the enterprise and public sector segments, responsible for the marketing organization focused on customer solutions, managing strategic alliances and overseeing strategic planning group as well as quality and customer satisfaction group.

Previously, he held the position of director and general manager of the Network Storage Solution (NSS) Group at HP, where he was managing the business and HP's diverse storage solutions.

Prior to the merger with HP, Marquez was the director of the Enterprise Storage Group at Compaq Computers. Before this role, he was the Managing Director at EMC Mexico and founder of the local subsidiary, which he successfully positioned in the market.

Marquez's expertise also includes diverse positions at NCR, such as sales and professional service director for the financial sector. He also held several sales and systems positions at IBM Mexico, where he started his professional career.

Marquez has a bachelor's degree in Business Management from Universidad Iberoamericana, Mexico City. He also has post-graduate studies in Corporate Strategy from the Massachusetts Institute of Technology.

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Christine Martino

Vice President and General Manager, Scalable Computing & Infrastructure, Technology Solutions Group

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Christine Martino is the vice president and general manager of the Scalable Computing & Infrastructure organization (SCI) at HP.

In May 2008, HP combined its industry-leading High Performance Computing (HPC) and Scalable Datacenter Initiative (SDI) businesses to create an organization with critical mass, expertise and focus to drive scale-out solutions into the fast-growing HPC, Web 2.0 and emerging cloud markets.

In this role, Martino helps customers drive competitive advantage through scale-out computing innovation – from ultra-large Web 2.0 installations serving millions of users, including the Web’s best-known “clouds,” to the world’s largest HPC systems executing the most demanding, grand challenge computations, and enterprise commercial systems that leverage scale-out technologies.

Prior to her current role, Martino was vice president of the Open Source & Linux Organization (OSLO) at HP. She had responsibility for research and development, strategic and product marketing, business planning, worldwide alignment with customers and partners, and open source community participation and support. In this role, Martino led numerous groundbreaking initiatives, which furthered HP’s position in the Linux and open source space, and solidified HP as a valued member of the open source community. During her tenure, HP extended its market lead by seven percentage points in worldwide Linux server units, and 10 percentage points in worldwide Linux server revenue.

Prior to joining OSLO, Martino led the Telco Carrier Grade server business from start-up to a profitable multi-million dollar operation as this customer base transitioned from highly custom solutions to off-the-shelf standard products. Martino also ran worldwide marketing for the HP 3000 where she helped migrate and retain a loyal customer base and held strategic management roles in the company's Video Communications Division where HP went from virtual unknown to number two in the broadcast server marketplace.

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Senior Vice President, Applications Services

Andy Mattes is senior vice president of Applications Services for EDS, an HP company. He is responsible for the \$8.4 billion global applications outsourcing business, which includes applications development, management, maintenance, systems integration and consulting. Mattes reports directly to Senior Vice President and General Manager Joe Eazor.

Mattes most recently led HP's worldwide Outsourcing Services organization. He came to HP in 2006 to lead the enterprise sales organization with responsibility for corporate accounts, public sector sales, industry markets, worldwide alliance sales, sales compensation, global pre-sales and sales support, sales operations, and go-to-market effectiveness.

Prior to HP, Mattes spent 20 years at Siemens AG, where he held various sales and management positions. Since May 2004, he served as president and chief executive officer of Siemens Communications, Inc., the U.S. arm of Siemens Communications, which delivers a broad portfolio of communications products and services for wireless, fixed and enterprise networks. While in this role, Mattes also served as a member of the Group Board of Siemens Communication Group, the global governing body of the communications group.

From September 2003 to September 2004, he served as president of the European Industry Association for Information Systems, Communications Technologies and Consumer Electronics (EICTA).

Born in Nuremberg, Germany, Mattes received a degree in business management from Ludwig Maximilians University in Munich and holds a university teaching position at the Technical University of Munich.



Scott McClellan

Chief Technology Officer, HP Scalable Computing & Infrastructure Organization, Technology Solutions Group

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Scott McClellan has primary responsibility for creating a well aligned technical strategy across the breadth of HP's Scalable Computing & Infrastructure (SCI) solutions designed to meet the unique needs of scale-out, cloud computing, Web 2.0 and HPC customers.

McClellan is also a member of the global HP CTO community, sharing responsibility for the overall technical direction of the company. McClellan works closely with the other technology and leaders, particularly within the Enterprise Servers and Software (ESS) organization to insure coordinated and synergistic technical strategies.

McClellan's background includes over 20 years of experience at HP. Most recently McClellan was the chief technologist for High Performance Computing Division (HPCD). One key aspect of the chief technologist role is deciding where and when it makes good business sense to apply new – potentially disruptive – technology. McClellan played a key role in reconciling and technical strategies of pre-merger HP and Compaq/Digital. The result was a technology and product strategy well aligned with the key industry trends (including rapid adoption of Linux, growing importance and maturity of Open Source software, rapid adoption of scale-out technology enabled by best-in-class industry standard interconnects and the need for industry leadership in scalable parallel distributed file systems). HP was able to establish itself as a leader in the highly competitive HPC market.

McClellan's background also includes many years as a lead architect on HP's proprietary operating system MPE. Among other things, McClellan was responsible for all design and implementation issues related to scalability and capacity for MPE and related system level software. McClellan was also the high availability architect for HP's carrier grade server business which supplied hardware and software to the telecommunications industry.

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Erwan Menard

Vice President and General Manager, Communications & Media Solutions,
HP Software & Solutions, Technology Solutions Group

Hewlett-Packard Company

Erwan Ménard is vice president and general manager of the Communications & Media Solutions Business Unit at Hewlett-Packard Company.

The business unit provides services- and software-rich solutions to Communications & Media companies, combining both HP's consulting & services and specialized software assets. HP solutions are the driving force behind many of today's most innovative communications and media services. Ménard has overall business accountability, including sales, consulting & services delivery, product & solutions portfolio management, marketing, strategy, research and development and support.

Prior to holding this position, Ménard was president of global support for Alcatel-Lucent's Convergence Business Group, in charge of worldwide operations and based in Belgium. Prior to the Alcatel-Lucent merger end 2006, he held various management positions at Alcatel all across the customer business cycle (sales support, marketing, program management), notably taking assignments in Malaysia and the USA. In 2004, he was appointed vice president North America for the Alcatel Mobile Communications Group, establishing Alcatel's Mobile Communications presence in the context of the acquisition of Spatial Wireless.

Ménard holds a Master of Science from Télécom Sud Paris (Institut National des Télécommunications), France.

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Bob Meyer

Worldwide Lead, Virtualization Solutions, Technology Solutions Group

Hewlett-Packard Company

Bob Meyer is worldwide lead for Virtualization solutions for the Technology Solutions Group at HP. Meyer is focused on helping customers realize the full potential of virtualization to reduce cost, mitigate risk and accelerate business growth.

Meyer joined HP in 2004 and spent his first few years with HP BTO Software where he was a solutions lead for Change and Configuration management, Data Center Transformation and Virtualization.

Prior to joining HP Meyer held executive and management positions in marketing, services, and support with a number of small-midsize software companies including Novadigm (software automation), royalblue technologies (service desk) and Magic Solutions (service desk).

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Dan Miller

Vice President, Industries and Corporate Accounts, Technology Solutions Group

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Dan Miller leads HP's worldwide Industries and Corporate Accounts organization, which brings sales and solutions leadership together under a single organization to develop and execute the go-to-market strategies for HP's target industries – Communications, Media, and Entertainment; Financial Services; Manufacturing and Distribution; and Health and Life Sciences, as well as the Public Sector.

Miller also has responsibility for the Corporate Accounts program, which serves HP's largest customers in close alignment with specific industry strategies. Miller's organization is key to the successful implementation of HP's solutions-led engagement model which enables the best business outcomes for its customers.

Over his 25-year career, Miller has held sales and sales leadership positions in industry, product, and reseller sales and across numerous industries, including telecommunications, government, manufacturing and education. He has extensive experience in the development and management of global accounts with such leading companies as Vodafone, eBay and NTT. He also has broad experience in domestic and international business, including three years as president of a global IT company in Japan.

He holds a Bachelor of Science degree in business administration from the University of Colorado with an emphasis in Information Systems and Marketing. Miller resides in the San Francisco Bay area.

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Ian Miller

Vice President, Global Energy Industry, EDS, an HP Company

Hewlett-Packard Company

Ian Miller leads the Global Energy Industry group for EDS, an HP company, which serves clients in the oil and gas, utilities, chemicals, and mining industry segments, bringing deep industry knowledge, world-class capabilities, innovation and a performance-based culture. He has a wealth of experience in consulting and project management, with a special focus on the energy industry.

Miller has served in numerous leadership roles during his distinguished career. Most recently, he managed Hewlett-Packard's Applications Services business in Europe, Middle East and Africa, where he refined and refocused the applications services portfolio to provide the best economic solutions for customers. Before that, he was CEO of Parity Group PLC, an IT services company, where he led a complete restructuring and recapitalization process from 2001 to 2004. Miller was also president of the Energy Global Industry Group for EDS from 1994-2001, helping major oil, gas and chemicals corporations succeed in the digital economy.

Before joining EDS, he spent 16 years at PA Consulting Group, the last six years as a partner, responsible for the Global Energy practice. He qualified as a chartered accountant with a member firm of KPMG.

In addition, Miller is a nonexecutive director of KBC Advanced Technologies PLC, a UK-quoted company specializing in refinery process optimization.

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Paul Miller

Vice President, Worldwide Marketing, Enterprise Storage and Servers,
Technology Solutions Group

Hewlett-Packard Company

Paul Miller is the vice president of worldwide marketing for the Enterprise Storage and Servers (ESS) at HP. Under Miller's direction, the ESS marketing organization is responsible for promoting HP's industry-leading storage and servers worldwide. Miller and his team are also responsible for driving the evolution of HP's Adaptive Infrastructure vision.

Previously, Miller served as vice president of marketing for Industry Standard Servers (ISS) and HP BladeSystem, spearheading the marketing strategy for the fastest growing division in ESS. Under Miller's leadership, ISS extended HP's x86 ProLiant business with leading innovations and go-to-market campaigns. Miller played an important role in unifying and driving the growth of HP's bladed architectures, which are a cornerstone of the company's Adaptive Infrastructure strategy.

Miller has more than 20 years of experience in the high tech industry. Prior to joining Compaq/HP, he held positions at IBM in mechanical engineering, software development, sales, management, planning and strategy.

Miller earned a bachelor's degree in mechanical engineering from the University of Wisconsin, and a master's degree in business administration from the University of California at Berkeley Hass School of Business, with a dual emphasis on marketing and finance.

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Kevin Moran

Marketing Business Partner, Financial Services, EDS, an HP Company

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Kevin Moran is the global marketing business partner for Financial Services for EDS, an HP Company.

Moran's current priority is in getting the messaging and thought leadership about the latest capabilities of HP's services business to the financial services industry in order to help them through these challenging economic times. Prior to his current role, Moran served as a product marketing manager to the airline services industry, regional leader of the transportation industry, chief of staff on the American Airlines account and director of marketing for the Credit Union Industry Group at EDS.

Prior to joining HP, Moran was with the JCPenney Company where he was Marketing Programs Manager and National Account Manager for their Business Services Division and Vice President of their market research firm The Satellite Research Company. Prior to JCPenney, Moran held the position of national corporate relations executive for the American Heart Association's National Headquarter and held numerous progressive sales and marketing positions at the Ford Division of Ford Motor Company beginning in 1982.

Moran earned a Bachelor of Science in communications from Western Michigan University in Kalamazoo, MI, and a master's in counseling psychology with an MBA core from Eastern Michigan University in 1981.

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James Mouton

Senior Vice President and Chief Technology Officer, Technology Solutions Group

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James Mouton is senior vice president and chief technology officer for the Technology Solutions Group (TSG). Additionally, Mouton has been assigned to lead the HP Corporate Alliances which include AMD, Cisco, Intel and Microsoft.

Mouton has responsibility for working strategy and business linkage across the business units within TSG (Enterprise Storage and Servers, HP Software and HP Services/EDS) and with HP Labs. In the Alliance role, Mouton is responsible for driving top level strategies and collaboration with HP's key business alliances.

Prior to being assigned SVP CTO TSG in 2009, Mouton was responsible for HP's Industry Standard Server business, driving over \$10B in revenue and sustaining an undisputed world wide revenue and unit market share leadership position. Previous roles included a variety of assignments across servers and storage as well as initial work in manufacturing. Based in Houston, Texas, Mouton joined the company in 1988. Prior to HP, Mouton worked at Texas Instruments for 5 years in the electronic defense systems business.

Mouton has a bachelor's degree in electrical engineering from Texas A&M University.

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Paul Muller

Vice President, Strategic Marketing, Software Products, HP Software & Solutions, Technology Solutions Group

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Paul Muller serves as vice president of strategic marketing for software products within HP's Software & Solutions business. Muller has responsibility for aligning marketing activities with those of the sales channel so customers receive focused, consistent and coherent messages.

Prior to this appointment, Muller was the sales director for HP Business Technology Optimization (BTO) Software in Asia Pacific, leading the sales team across the region and was responsible for the development and execution of regional sales plans. He also worked very closely with the Technology Solutions Group to develop integrated strategies for the HP's Enterprise segment.

Prior to this role, Muller was the marketing director for HP Software, Asia Pacific, and has also held the South Pacific role for HP Software where he received the "Circle of Excellence" award for his marketing leadership in 2005. In this position, he also worked with the country leadership team to achieve the top position for market share in distributed management. He played an instrumental role in the development of some of HP's most significant software customer relationships.

An industry veteran with over 15 years of experience in IT, Muller joined HP in 1998 and has held positions with the sales and market development teams. In his position as Sales Manager for the Enterprise & Commercial Software business, he was responsible for the development, management and execution of the sales plans for the Australian Enterprise software sales team. As Australasian Market Development Manager for HP OpenView, he was responsible for the execution of the sales plans for the Australasian OpenView business.

Prior to joining HP, Muller held several positions in consulting. He was a freelance IT consultant and a technical consultant with Unisys Australia.

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Lin Nease

Director, Emerging Technologies, HP ProCurve Networking

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As the director of Emerging Technologies for HP ProCurve, Lin Nease is responsible for leading several strategy-setting activities, most notably ProCurve's data center endeavors.

Previously a chief technology officer in HP's server business, Nease was a principal architect of HP's next-generation data center program, which resulted in both several new infrastructure hardware products and the aggregation of HP's data center management software as we know it today (which includes the recent addition of Opsware). In his 20+ years with HP, he has been the systems architect on numerous successful commercial products, including the industry's first blade solution (HP's PowerBar), the Superdome platform, clustering technologies and HP's first multi-processing low-end and midrange UNIX systems.

Nease received a Bachelor of Science degree in computer science at Arizona State University and a MBA from California State University, Sacramento. He also served as a computer operator in the United States Air Force.

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Deborah Nelson

Senior Vice President, Marketing, Technology Solutions Group

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Deborah Nelson is responsible for worldwide marketing of HP's servers, storage, software and services. She focuses on technology solutions that help medium-size and enterprise organizations achieve better business results.

Previously, she was head of worldwide marketing for HP's personal computers, technical workstations, personal digital assistant and handheld products, mobile and wireless solutions, personal storage appliances and embedded software.

Nelson has held a range of marketing positions during her 20-year career. Her experience spans management of software, services and hardware products, channels and partners, marketing communications, market research, and business development in HP's Americas and European field and worldwide organizations.

In 2007, Nelson received the Frost & Sullivan Lifetime Achievement Award as recognition for her pioneering efforts to drive marketing excellence at HP.

Nelson graduated from Northwestern University and serves on the board of directors for Second Harvest Food Bank of Santa Clara and San Mateo Counties in California.

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Peter Orre

Director, Marketing, Enterprise Storage & Server Group, Technology Solutions Group, Europe, Middle East and Africa

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Peter Orre is responsible for marketing for the Enterprise Storage and Servers Group (ESS) in Europe, Middle East and Africa. This organization provides enterprise customers with leading server and storage products of unmatched span in the industry to meet their computing infrastructure needs. In his position, Orre is responsible for driving and managing the all marketing activities for the ESS product and solutions portfolio in EMEA.

Previously, he held various management positions in Compaq and HP, including leading Compaq EMEA's Commercial Notebook and Deskbased Clients Business Units, and the HP EMEA Industry Standard Servers (ISS) EMEA options/accessories business unit.

Orre joined Compaq in 1997 and prior to this he worked for Apple Computer in various international management positions in the US, France and Germany, and in export sales positions in the US and Sweden.

He is based in Munich, Germany, is a Swedish national, and holds an MBA from the Gothenburg School of Economics in Sweden.

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Paul Perez

Vice President and Chief Technologist, HP StorageWorks Division,
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Paul Perez joined Hewlett Packard's Systems Technology Operation in 1984 as a PA-RISC microprocessor designer. Since then he has held various technical and management leadership positions across microprocessor and chipset design, high performance servers, server storage and networking, and datacenter infrastructure.

In 2003, Perez joined the Industry Standard Servers group in Houston as the VP in charge of server storage & networking development. In this role, he founded the Web 2.0 ("cloud") infrastructure and energy efficiency practices in 2006, now known as Scalable Computing & Infrastructure, which was instrumental in the acquisition of EYP Mission Critical Facilities to expand HP's data center services practice.

Perez is now VP & Chief Technologist for HP StorageWorks Division. In this role, Perez and his team define long-term technology and intellectual property strategy.

A native of Puerto Rico, Paul holds several patents in integrated circuit and computer design and was founding member of The Green Grid.

Paul holds undergraduate and graduate degrees in electrical engineering from Cornell University.

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Mark Potter

Senior Vice President and General Manager, Enterprise Storage and Servers, BladeSystem, Technology Solutions Group

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Mark Potter is the senior vice president and general manager of the BladeSystem organization in the Enterprise Storage and Servers (ESS) business unit at HP. Potter and his team are responsible for developing the BladeSystem portfolio of products, services and solutions to meet the needs of enterprise and corporate data centers, corporate remote office, service providers and small/medium businesses, building on HP's Adaptive Infrastructure vision.

Previously, Potter led the software strategy and R&D for the ProLiant and Blade programs for HP's highly successful Industry Standard Server (ISS) Business Unit, and helped HP achieve market leadership in the x86 server market.

Prior to joining HP in January 1989, Potter was in the aerospace industry where he held a variety of positions. He has a Bachelor of Science degree from Texas A&M University.

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Janet Pretti

Vice President, Channel Marketing, Worldwide Solution Partners Organization, Technology Solutions Group

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Janet Pretti is vice president of channel marketing for the Worldwide Solution Partners Organization. Pretti's responsibilities encompass three areas: global partner learning – managing partner sales and technical competency of HP solutions to accelerate revenue and margin growth and customer satisfaction; category management – driving partner readiness for key business initiatives to achieve growth and further position HP as a global leader; and global channel programs – advancing globalization and standardization of channel programs to increase growth and reduce complexity and cost.

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In her previous role, Pretti was the director of marketing for HP's Solution Partners Organization in the Americas. She managed the development and deployment of the PartnerONE program to meet HP's regional business unit objectives while driving consistency and predictability for partners. Pretti has held numerous worldwide divisional and regional director positions in marketing and sales, with experience in the consumer, small and mid-sized business and enterprise customer segments.

Pretti holds a bachelors degree in marketing from Boise State University and a degree in international business and economics from the University of Torino, Italy. She also received accelerated leadership education from INSEAD Graduate School of Business, Fontainebleau, France, and Stanford Graduate School of Business in Palo Alto, California.

Pretti is currently based in Cupertino, California and previously worked at HP offices in Grenoble, France, and Boise, Idaho.



Robin Purohit

Vice President and General Manager, Software Products, HP Software & Solutions, Technology Solutions Group

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Robin Purohit is vice president and general manager of the Software Products business unit in HP Software & Solutions.

Purohit joined HP as part of the Mercury acquisition as Mercury's vice president of application management products. He has more than 15 years of product marketing experience.

Prior to Mercury, Purohit was vice president of product management and strategy for Veritas Software. Previously he held marketing and technical positions at 3COM, HP, Northern Telecom, and several startups.

Purohit holds a Bachelor of Applied Science degree in engineering and physics from Waterloo, Ontario.

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Tom Racca

Director, Worldwide Marketing, HP ProCurve Networking

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Tom Racca leads the worldwide marketing team for HP ProCurve Networking.

In this role, Racca drives HP ProCurve's brand, global communication and marketing communication efforts. He brings to HP ProCurve more than 25 years of high-technology marketing, sales and consulting experience.

Previously, Racca was vice president of marketing at Colubris Networks, a leader in wireless LAN networking. Racca also founded Racca Associates, LLC, delivering executive advisory services to leading companies worldwide in the wireless, networking and communications industries. In addition, Racca also served as vice president of marketing at WLAN provider Chantry Networks and at Siemens AG, which successfully acquired Chantry in 2005.

Earlier in his career, he was founder and vice president of sales and marketing for iQ NetSolutions, innovators in call management and advanced IP telephony solutions. Racca's experience also includes senior positions at KPMG, Digital Equipment Corporation, Avid Technology, Proteon and Prime Computer, Inc. In these roles, Racca honed his skills in marketing, strategic planning, business development, engineering and competitive product and solution positioning.

Racca earned a bachelor's degree in computer sciences and management information systems (MIS) from Northeastern University.

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Vice President, Applications Portfolio & Engineering

Rajesh Radhakrishnan is vice president of Portfolio & Engineering for Applications Services at EDS, an HP company. In this role, he has responsibility for determining EDS' strategy for transforming and managing custom, legacy and enterprise applications. Additionally, Radhakrishnan is responsible for service definition, service packaging, engineering, go-to-market strategy and sales enablement.

Radhakrishnan has more than 15 years experience in leading key businesses in organizations such as HP Consulting & Integration, Mercury Interactive, Veritas and Oracle. Prior to this role at EDS, he was vice president of worldwide practices for HP Consulting & Integration. Previously, he led the testing products group at Mercury.

Radhakrishnan has a bachelor's degree in computer science from IIT Delhi and a master's degree in computer science from Brown University.



Vice President, Global Delivery Application Services

Robb Rasmussen is the vice president of Global Delivery Application Services (GDAS). GDAS is the Application Services delivery arm for EDS, an HP company. GDAS provides a complete lifecycle of application services from a network of global and regional centers.

GDAS offers a range of high quality, consistent application services with industry-leading certifications, best practices and common tools across all its centers and more than 80 percent of its resources in cost-advantaged locations. The goal is to develop world-class application services delivery capabilities to be best positioned to address the needs of EDS' clients.

With more than 20 years of experience, Rasmussen was most recently the HP Services Business Operations leader supporting the implementation of the HP Technology Solutions Group strategies through significantly improved operation, technology and business process management. The primary objective was to drive continuous cost reductions and process improvements across HP Services.

Prior to that, Rasmussen was vice president of Portfolio, Marketing & Alliances for HP Services. Rasmussen and his team lead the creation and execution of the HP Services portfolio, marketing and alliances strategies, solution development and management, portfolio governance, sales and delivery enablement, marketing communications and technical standards and reference architecture development. Earlier, Rasmussen was the Worldwide Practices Leader for HP Consulting & Integration, where he was responsible for portfolio management, marketing and thought leadership.

Prior to joining HP, Robb held a number of executive leadership positions with EDS, including their strategic alliance relationships and their consulting services unit.

Rasmussen holds a bachelor's of science degree in Accounting from Brigham Young University and an MBA degree from the American Graduate School of International Management. He currently resides in Los Altos, California.



Christine Reischl

Senior Vice President and General Manager, Industry Standard Servers
Enterprise Storage and Servers, Technology Solutions Group

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Christine Reischl is the vice president of finance for the Enterprise Storage and Servers (ESS) segment for HP. Christine and her organization are focused on achieving short and long-term financial leadership through partnering with the business management team, driving strategic decision making through profit pool planning and portfolio management, ensuring operational excellence through rigorous biz lever management while maintaining strong fiduciary business controls.

Previous to her current role, Reischl managed the financial performance of the HP Industry Standard Server and Blades business unit which doubled profits for three consecutive years with aggressive cost management, vendor negotiations and margin lever management.

Reischl is a global leader who has held management assignments in Europe and the US with experience in the Consumer, Commercial and Enterprise segments, both direct and indirect.

Prior to the HP and Compaq merger, Reischl was the worldwide Controller for HP's Client Business Category and Mobile Computing Division with the mission to ensure profitability by tight cost and operations control. She was instrumental in the successful introduction of HP notebook computers into the retail channel. She also played a pivotal role in the profitable turnaround of the notebook business through her work on supply chain redesign, including setting up the Taiwan/Asia direct ship infrastructure, and the Absolute Best Cost program

Reischl received a master's degree in engineering from the University in Munich (Germany) and an equivalent master's degree in business administration from the ESC, Graduate School of Business, in Grenoble, France.

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Jonathan Rende

Vice President and General Manager, Business Technology Optimization Applications, HP Software & Solutions, Technology Solutions Group

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Jonathan Rende is vice president and general manager of Business Technology Optimization (BTO) Applications for HP Software and has over 18 years experience in the high tech industry.

In his current position, Rende oversees planning, execution and strategic direction for the company's Quality Management, Application Security and SOA solution offerings and business application initiatives.

Rende started at Mercury Interactive in 1997 prior to the HP acquisition and managed the general testing products through 6 years of robust growth. During this tenure, he played a key role in elevating Mercury's testing solutions to where they are today widely recognized as the industry standard. Additionally, Rende has focused across all product lines to help define an integrated, end-to-end approach for the former Mercury portfolio.

Prior to joining Mercury, Rende held various product marketing roles at Informix software and software engineering at Lockheed Missiles & Space.

Rende has published articles on several industry topics ranging from the process of testing for IBM system 370 machines, to Web performance, wireless internet testing and mobile computing. Rende holds a Bachelor of Science degree in engineering from the University of California at Davis and an MBA from Santa Clara University.

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Dave Roberson

Senior Vice President and General Manager, StorageWorks Division,
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David E. Roberson is senior vice president and general manager of HP's StorageWorks Division within the Enterprise Storage and Servers business unit. Roberson is responsible for building on HP's foundation as a leading provider of storage solutions and pursuing new opportunities for growth worldwide. HP's highly strategic storage business enables HP to take advantage of a rapidly growing market and to solve complete problems for customers by leveraging the breadth and depth of HP businesses and technologies.

Prior to joining HP, Roberson was chief executive officer (CEO) of Hitachi Data Systems (HDS). During his tenure as CEO Roberson led HDS as it evolved into a leading global storage solutions company. He was also instrumental in building the company's global channel and securing business partnerships.

Roberson was appointed HDS CEO in 2006 after serving as president and chief operating officer and spent 26 years in key executive management positions there. Roberson has also served as a board member of several public and private companies, spanning semiconductors to IT services. He currently serves as a board member of IGT.

Roberson received a bachelor's degree in social ecology from the University of California at Irvine, and a law degree from Golden Gate University School of Law in San Francisco, California. Roberson also studied financial management at Harvard Business School.

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Kristina Robinson

Vice President and General Manager, Business Intelligence Solutions, HP Software & Solutions, Technology Solutions Group

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Kristina Robinson is vice president and general manager of HP's Business Intelligence Solutions (BIS). She is responsible for maximizing HP BIS profit and revenue growth, driving the go-to-market, consulting and integration, and delivery functions to capture greater share in the business intelligence market. Robinson also focuses on increasing leadership of services, solutions and technology investments to ensure a superior customer experience for HP's top commercial and public sector customers worldwide.

With an intense focus on results, the keystone of Robinson's strategy is fostering a solution-focused culture that creates competitive differentiation for customers by delivering world-class consultancy, innovative technologies and solutions, and strategic alliances and partnerships that collectively solve real customer problems and deliver better business outcomes. For more than two decades, Robinson has helped customers in multiple industries transform their IT environments; yielding higher profit margins, increased workforce productivity, and competitive gains in process efficiency.

Prior to joining HP, Robinson spent 21 years at NCR. She held numerous executive sales and marketing positions. Her primary responsibilities have centered on developing and deploying growth strategies for high-opportunity markets, including financial services, insurance, healthcare, and life sciences. Her leadership in the vertical sales, consulting, and solutions portfolio for NCR's Teradata Data Warehousing division doubled business revenues in the organization in less than three years.

Robinson has a bachelor's degree in Marketing from the University of Georgia and an MBA from Georgia State University.

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Irving H. Rothman

President and Chief Executive Officer, HP Financial Services

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Irv Rothman leads HP Financial Services, a wholly owned subsidiary of Hewlett-Packard Company.

Rothman is responsible for the worldwide delivery of customized leasing, financing and asset management solutions that simplify customers' IT lifecycle management and reduce their total cost of ownership. HP Financial Services supports all customer needs, from the largest corporate accounts to small and mid-sized businesses.

Prior to joining HP, Rothman was president and chief executive officer CEO of Compaq Financial Services Corporation (CFS). He led CFS from its founding in 1997, growing the business to greater than \$3.7 billion in total assets prior to the HP-Compaq merger.

With over 30 years in the leasing industry, Rothman held leadership positions with US Leasing International and Thomson McKinnon Securities before joining AT&T in 1985. As a group president of AT&T Capital Corporation, he helped build an organization that ultimately grew to be the second-largest leasing company in the country.

Rothman attended Rutgers University and earned an MBA in finance from Pepperdine University. He serves on the Board of the U.S. Soccer Foundation.

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Mauricio Sanchez

Chief Network Security Architect, HP ProCurve Networking

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Mauricio Sanchez is Chief Network Security Architect for HP ProCurve Networking. He is responsible for specifying ProCurve's security technology strategy across all product lines and leading HP ProCurve's security products and solutions business.

Sanchez is currently representing HP ProCurve in the Internet Engineering Task Force (IETF) and Trusted Computing Group/Trusted Network Connect (TCG/TNC) standards bodies. In the IETF, he has edited a number of standards track RFCs in the realm of access control attributes for RADIUS that enable granular control of traffic. In the TNC, he led the definition of the IF-PEP interface, which standardizes control of policy enforcement devices by the network access server. Sanchez also was pivotal in the engagement and design of Virus Throttle in ProCurve products in conjunction with researchers from HP Labs.

Sanchez joined HP ProCurve in 2000 as a Software Development Engineer responsible for design and development of switch fabric ASIC verification tools. He quickly expanded his focus from the low-level domain into the security domain by leading the design and implementation of several management security protocols offered in HP ProCurve products.

Sanchez holds a bachelor's of science in Computer Engineering, a minor in German and a master's of science in Electrical Engineering all from California Polytechnic State University in San Luis Obispo. He is registered as a CISSP and has one security patent and ten additional pending.

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Ramin Sayar

Senior Director of Products, Business Service Management, HP Software & Solutions, Technology Solutions Group

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Ramin Sayar is senior director of products for the Business Service Management (BSM) suite of products and solutions in the Technology Solutions Group at HP.

Sayar is responsible for all product marketing, management and strategy for HP BSM solutions, which include Business Availability Center, Operations Center, Network Management Center and the Universal CMDB.

Previously, he was senior director of products at Mercury, responsible for product management and product marketing of the Mercury Business Availability Center product line and group.

Prior to Mercury, Sayar held various corporate marketing and product marketing positions at Tibco, iPlanet Software (an AOL/SUN alliance) and Netscape Communications, where he was responsible for the infrastructure management and the e-commerce suite of products.

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Rudi Schmickl

Vice President and General Manager, Enterprise Storage and Servers,
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Rudi Schmickl is vice president and general manager of the Enterprise Storage and Servers (ESS) business for the Americas region. Within HP, ESS has the charter to be the industry leading supplier of storage, servers and management software to make the adaptive infrastructure a reality for corporate, enterprise and commercial customers, driving better business outcomes.

Schmickl has full profit-and-loss responsibility for the three divisions within ESS: Industry Standard Servers (ISS), Business Critical Servers (BCS) and StorageWorks Business Unit (SWB).

Since joining HP as a support engineer in 1983, Schmickl has held various management positions in HP's server business in Europe and North America. Most recently he was vice president of ESS for Europe, the Middle East, and Africa (EMEA), and prior to that served as vice president of HP's Business Critical Server Group for EMEA.

Schmickl was instrumental in the development of an end-to-end business model and a focused engagement framework with customers and partners. He led HP's ESS business to the number one position in EMEA, while maintaining profitability above the HP average and above key competitors.

Schmickl holds a degree in economics and computer science from the University of Karlsruhe, Germany.

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Bob Schultz

Senior Vice President and General Manager, Operations, Planning and Strategy, Enterprise Storage and Servers, Technology Solutions Group

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Bob Schultz is senior vice president and general manager for Enterprise Storage and Server (ESS) Operations, Planning and Strategy in the Technology Solutions Group at HP. Schultz is responsible for defining and driving ESS business strategy and integrated operating processes to achieve targeted results across HP's world-class server, storage and related software business units.

Schultz's team includes Portfolio Management, Lab Infrastructure and ESS Operations to ensure alignment of product, technical and developmental strategies, as well as execution of HP's Adaptive Infrastructure strategy for customers.

Schultz has been involved in building businesses and driving new technologies in the storage and server industries for more than two decades. Previously, Schultz was senior vice president and general manager of the Infrastructure Software division at HP. He was responsible for delivering solutions that unify data center resources through management, virtualization and automation so customers can build next-generation data centers.

Prior to joining HP in 2002, he was chief operating officer for Adaptec Inc. and vice president of Server Storage at Compaq. He also held a variety of positions at AT&T, where he began his career.

Schultz holds an MBA from Keller Graduate School of Management, a master's degree in computer science from Illinois Institute of Technology and a bachelor's of science degree in engineering from University of Illinois.

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Oliver Schulz

Director, Sales Enablement, Manufacturing & Distribution Industries,
Technology Solutions Group

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Oliver Schulz is the director of sales enablement for the worldwide Manufacturing & Distribution Industries (MDI) group. His current responsibilities include a focus on developing sales enablement tools, cross regional community building, and industry training for the worldwide sales force addressing the Automotive, Aerospace, Electronics, Utilities, Oil & Gas, Retail, Consumer Goods and Transportation & Logistics customers. Schulz is also accountable for two cross industry initiatives that combine pan-HP capabilities: Product Development & Engineering and the Business Intelligence for MDI.

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Prior to that, Schulz was the director of worldwide marketing for MDI and responsible to drive the development and implementation of marketing strategies and plans to grow HP's business in the manufacturing & distribution industries. His team was responsible for improving market awareness, client preference and sales effectiveness for the complete HP offering of services, products and partner solutions. Schulz worked closely with HP's business units to ensure alignment of the overall HP strategy with his team's industry go-to-market activities.

Schulz has been with HP for more than 18 years and held various roles and management responsibilities. He has worked in HP's services organization with in-depth exposure to and experience in the consulting business. He has been responsible for business development around key partner businesses such as SAP. Schulz thrived helping improve sales effectiveness by creating and enhancing much needed knowledge management tools and practices for the HP field.

Schulz graduated from the Verwaltungs- und Wirtschaftsakademie, Stuttgart in Germany with a bachelor's degree in Business Informatics.



Matthew Schvimmer

Senior Director, Products, IT Service Management and Project Portfolio Management, HP Software & Solutions, Technology Solutions Group

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Matt Schvimmer is the director of products in the HP Software & Solutions Division, where he is responsible for product marketing of IT Service Management (ITSM) and Project Portfolio Management (PPM) products.

Prior to joining HP, Schvimmer led product management and product marketing teams in ITSM, CRM, ERP, and Unix systems spaces. He has over 15 years of industry experience in designing, building, marketing and selling solutions for global organizations.

Schvimmer holds an MBA from the Wharton School of the University of Pennsylvania and a bachelor's of science degree in finance from the University of Florida.

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Robert Scott

Worldwide Vice President, Sales and Marketing, HP ProCurve Networking

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Robert Scott is the worldwide vice president sales and marketing for HP ProCurve Networking, overseeing the strategic direction and execution of marketing activities and leading the global HP ProCurve sales team. In this role, Scott is responsible for delivering a consistent and responsive customer experience through HP ProCurve's worldwide sales, services and marketing organization.

With over 20 years of data and telecommunications experience, Scott has held executive positions at several start-up operations and has gained an extensive background in domestic and worldwide distribution operations. Prior to joining HP, Scott had served as chief executive officer and president of Colubris Networks Inc. Before that, he was president of MultiLink Inc., a subsidiary of PictureTel Corp.; president and chief executive officer of Xelor Software, Inc.; and president and chief executive officer of IPeria, Inc.

As president of Ornet Data Communication Technologies, he was responsible for selling that company successfully to Siemens, AG. Earlier in his career, Scott developed international sales and marketing teams for such companies as CrossCom Corporation, Harris Adacom, Lee Data International, Octocom and Motorola, Inc., and he co-founded and served as chairman of Octave Communications, Inc.

Scott served as a director for Colubris Networks, Cognitronics Corp. and ThinkEngine Networks and he currently serves as director of Xelor Software, Inc. In 2002 he was named Ernst & Young's telecom sector Entrepreneur of the Year, as well as the New Hampshire High Tech Council's Entrepreneur of the Year.

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Caleb Sima

Chief Technology Officer, Application Security Center, HP Software & Solutions, Technology Solutions Group

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Caleb Sima serves as the chief technology officer for HP Application Security Center and is responsible for directing the lifecycle of the company's web application security solutions. He joined HP with the acquisition in 2007 of SPI Dynamics, Inc., a company he founded and served as chief technology officer.

Sima has been engaged in the Internet security arena since 1996 and has become widely recognized as an expert in Web security, penetration testing and the identification of emerging security threats. His pioneering efforts and expertise in Web security helped define the direction the Web application security industry has taken. Prior to co-founding SPI Dynamics in early 2000, Sima worked for Internet Security Systems' elite X-Force R&D team and as a security engineer for S1 Corporation.

Sima is a frequent speaker and expert resource for the press on Internet attacks and has been featured in numerous news accounts. He is also a contributing author to various magazines and online columns, and is a co-author of the book titled, *Hacking Exposed Web Applications: Web Security Secrets & Solutions (Second Edition)*. Sima is a member of ISSA and is one of the founding visionaries of the Application Vulnerability Description Language (AVDL) standard within OASIS, as well as a founding member of the web Application Security Consortium (WASC). He is also a Microsoft Most Valuable Professional (MVP) in Visual Developer Security.

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Scott Stallard

Senior Vice President and General Manager, Enterprise Storage and Servers, Technology Solutions Group

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Scott Stallard is senior vice president and general manager of the Enterprise Storage & Servers business unit. In this role, Stallard is responsible for the development of HP's industry-leading storage and server solutions for the Adaptive Infrastructure. The Adaptive Infrastructure is HP's solution to enable companies to transform to a next-generation data center that can rapidly shift technology resources and deliver new services to meet changing business needs.

Responsible for over 40 percent of HP's R&D budget, Stallard's Storage & Servers team includes Business Critical Systems, Industry Standard Servers, StorageWorks, and ESS Infrastructure Software and Blades. His group delivers a portfolio of market-leading, unified and integrated products that make Adaptive Enterprise a reality for large as well as small and medium size businesses.

Stallard joined HP in 1975 as a development engineer in the Data Systems Division, leading an investigation into HP's 32-bit architecture and later managed one of the early implementations. He moved to HP's Roseville, California, site in 1984 as a section manager in charge of HP 3000 system development. In 1987, Stallard was promoted to R&D manager of the General Systems Lab where he led the development of the Series 800 and 900 low-midrange server families.

He holds a master's degree in electrical engineering from Stanford University and a bachelor's degree in electrical engineering/computer science from the University of California, Berkeley.

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Bill Swales

Vice President, StorageWorks Division, Technology Solutions Group,
Americas

Hewlett-Packard Company

Bill Swales is the vice president of the Americas StorageWorks division, a multi-million dollar business within Hewlett-Packard. As the vice president of the Americas StorageWorks division, Swales is responsible for the product marketing, go to market and route to market planning, sales programs, supply chain, forecasting and the overall financial responsibilities of the Americas StorageWorks Division in the US, Latin America and Canada.

Since joining HP in June, 2007, Swales has been focused on driving market alignment, business planning and creating demand generation programs which will generate significant growth in HP's storage revenues. These efforts are paying dividends as HP begins to empower their field sales teams and partner ecosystem to make HP famous for storage and perpetuate their overall market leadership.

Swales' career spans eighteen years as a senior executive in sales, alliances, management, operations and strategic planning positions across North America in the storage, networking and managed IT services market for companies such as McDATA, EMC, IBM and Storage Technology Corporation. Prior to joining HP, Swales was the vice president of worldwide sales programs and planning at McDATA where he successfully implemented and executed programs that delivered increased growth and profitability for the business. During Swales' tenure at EMC, he held a variety of management and sales positions that played a key role in their early success to establish a strong sales presence across the US. Swales also held the privilege of being a senior member of the team that launched the company's original Symmetrix systems.

Swales is a results-oriented leader, consistently delivering on revenue and profitability objectives while growing market share and leveraging the strong relationships that he has established with end user and channel partners worldwide.

Swales earned a Bachelor of Science in marketing from DePaul University, Chicago, Illinois. Swales is based in Chicago, Illinois.

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Maciek Szcześniak

Director, Industry Standard Servers Go-to-Market Strategy, Small and Medium Size Business Segment Leader, Technology Solutions Group

Hewlett-Packard Company

Maciek Szcześniak is responsible for the definition and development of the ISS-based solutions for the Small and Medium Size Business (SMB) customers. He drives the integration of ISS technology, services, financial offerings and alliances to deliver and execute a cohesive business plan to maximize financials and customer satisfaction of our small and mid-market customers. He is working very closely with marketing and sales regions to drive increased market share in the SMB segment.

In addition, Szcześniak is responsible for leading the sales enablement with the regions. He is ensuring our value proposition and sales tools are gaining full traction with our field and Solution Partner Organization (SPO) partners.

Szcześniak comes to the worldwide team from EMEA where he has held the position of the EMEA Enterprise Storage and Server (ESS) marketing director. In this role, he has significantly improved the visibility of the ISS, StorageWorks and Business Critical Systems return on marketing investment, driving improvements in the budget distribution process, partner funds management and country alignment. Previously he was responsible for turning around the Enterprise Storage and Server (ESS) business in Poland, growing the business 25% Y/Y.

Szcześniak was twice awarded a scholarship for special achievements by the Minister of Education of Poland.

He holds an MBA from the University of Minnesota Carlson School of Management.

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Senior Vice President, Europe, Middle East & Africa (EMEA)

Bill Thomas is senior vice president of Europe, Middle East and Africa (EMEA) region for EDS, an HP company. The EMEA region serves a wide range of clients across all industries, providing information technology, transformation, applications and business process services. Thomas reports directly to Senior Vice President and General Manager Joe Eazor.

Thomas has more than 27 years of experience in the IT services marketplace. For the last six years, he has led the EDS EMEA business, most recently as executive vice president, and served as a member of the EDS Executive Committee.

With annual revenue in excess of \$12 billion, an employee base of 50,000 and a geographic footprint covering 36 countries, EMEA was EDS' second largest region and consistently one of its fastest growing. He led the team responsible for the acquisition of Vistorm and STBA, the business process outsourcing arm of Spanish bank Caixa Galicia. This team also concluded a number of key outsourcing contracts, including Defence Information Infrastructure (DII), Vodafone and Shell. Thomas also championed the formation of EDS' Global Defence Advisory Council.

Previous to his current role, Thomas was regional vice president of EDS UK and Ireland, a \$3 billion business serving most Whitehall departments as well as a wide range of commercial customers. During this time, Thomas also served as a key member of a task force formed by the EDS chairman focused on transforming EDS to achieve a \$2 billion productivity improvement.

In the mid-to-late 1990s, Thomas was the global account director for the EDS Rolls-Royce account. At Rolls-Royce, he led the EDS team involved in the complete business process reengineering of that company's global operation, the design and implementation of new enterprise IT systems, and the development of a new global IT infrastructure.

Thomas joined EDS through the acquisition of SD-Scicon, where he was responsible for founding a group that specialized in advanced computing architectures and pattern recognition. This group focused on transferring military computing techniques into the civilian market, for example, the patented Sentinel computer vision system.

Thomas began his career as a consultant and project manager working on parallel processing systems, cardiovascular/ultrasound systems, security monitoring systems and military signal processing systems. He entered the computing industry after spending two years of research into the development of military radar systems with GEC-Marconi.

A recognized authority in IT-enabled business transformation and programme and change management, Thomas contributes thought leadership to both public and private sector organizations. In 2008, he was instrumental in the launch of the International Centre for Programme Management (ICPM) at Cranfield University – a full-time research facility aimed at developing expertise in programme and project management.

Thomas has chaired EDS UK for nine years, and chairs the EDS Global Government and Defence industry. For the last 8 years he was a member of the Presidents Committee of the CBI and has recently joined its International Advisory Board. He is a director of e-skills UK (the sector skills council for the UK ITC industry) and is a member of the advisory board of Business for New Europe.

Thomas holds a bachelor's of science degree in mathematics from Leeds University, a master's of science degree in digital systems from Brunel University, an MBA from the Cranfield School of Management and an honorary doctor's of science degree from the City University London.



Ed Turkel

Manager, Product and Technology Marketing, Scalable Computing & Infrastructure, Enterprise Storage and Servers, Technology Solutions Group

Hewlett-Packard Company

Ed Turkel manages the product marketing team for the Scalable Computing & Infrastructure Organization (SCI) at HP. SCI provides leadership for the next generation of scale-out infrastructure for HPC, Web 2.0 and Cloud computing.

Turkel's team is responsible for product marketing, competitive analysis, and product go-to-market and communications for HP's world-wide SCI business, working closely with product development group in SCI and elsewhere in HP, as well as HP's technology partners, to drive product directions to best meet the needs of HP's HPC, Web 2.0 and Cloud customers.

Turkel has more than 30 years experience in scalable computing, including more than 25 years with HP, in various technical, marketing and business roles.

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Ulrich (Uli) van der Meer

Vice President and General Manager, Worldwide Manufacturing & Distribution Industries, Technology Solutions Group

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Uli van der Meer, vice president and general manager of HP's global Manufacturing & Distribution Industries (MDI) business, has been a member of HP's management team for more than 20 years.

Van der Meer leads the HP MDI Global Industry Vertical which includes the industry segments Automotive/Aerospace, Electronics/Semiconductor, Oil & Gas/Utilities, and Consumer Goods/Retail.

His organization is responsible for the definition and execution of the global HP industry strategy in these segments, for establishing a portfolio of HP business technology solutions that deliver business benefits to clients across these segments, and for assisting field and account teams build strategic relationships and grow HP business with their clients in these industries.

Prior to HP's merger with Compaq, van der Meer served as the general manager of the Extended Manufacturing Industry Organization in HP's Solutions Organization.

In addition, van der Meer built HP's manufacturing consulting business around select software partners and led the creation of HP's global SAP consulting program.

Van der Meer held various field positions in consulting, industry marketing, business development, alliance management, and global accounts management.

Van der Meer earned a master's degree in computer sciences and economics from the Technical University RWTH Aachen, Germany. He currently is based at HP Germany headquarters in Boeblingen.

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Johan Vanoverbeke

Worldwide Vice President, Sales, Technology Services, Technology Solutions Group

Hewlett-Packard Company

HP Vice President Johan Vanoverbeke is the worldwide leader of HP's Technology Services sales division. In his role, Vanoverbeke is responsible for the Technology Services sales strategy that drives profitable sales growth and effectiveness in all regions. He leverages the entire HP portfolio of products and services and develops strong relationships and key alliances in the technology services market.

Prior to this role, Vanoverbeke was the European technology services sales director. Under his leadership key successful growth strategies were developed and deployed, profound sales force transformation was implemented using change management to bring profitable order growth and organizational efficiency.

Vanoverbeke has 30 years of experience in the IT industry and the IT Services market place. In his last assignments, Vanoverbeke was the Services Sales Director for two cluster regions in Europe: GWE and ISE, served as European Outsourcing Sales Director and was the HPS Business Manager for Belgium.

Since Vanoverbeke has joined HP in 1979, he took on many other assignments which gave him a wealth of expertise in different areas like IT management, software design services, software consulting services, IT products and services sales and marketing.

Vanoverbeke obtained a master's degree in applied economics at the University of Mons and a master's degree in Computer science at the University of Louvain. He has taken on senior executive sales programs and executive management programs at IMD as well as a management program for executives at INSEAD in France. He studied sales, quality and strategy in various programs over Europe.

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Mike Verdugo

Director and Worldwide Segment Business Manager, HP ProCurve Networking

Hewlett-Packard Company

Mike Verdugo is a director and Worldwide Segment Business Manager for HP ProCurve Networking. He is responsible for leading a key segment of HP ProCurve's mainstream networking business on a worldwide basis, with a focus on proven products and solutions optimized for mainstream enterprise and small-medium business use. His current areas of focus include HP ProCurve's industry-leading Layer 2/3 stackable Ethernet switching and entry-level wireless solutions, with responsibility for strategic business planning, product/technology investment, marketing, and commercial channel sales and marketing programs on a worldwide basis.

Verdugo is HP's representative on the American Electronics Association's Sacramento region executive committee and also serves on the industry advisory board for California State University, Sacramento College of Engineering and Computer Science. He has been with HP for nearly 20 years holding a variety of marketing, R&D, and business leadership roles in the company are networking division and imaging and printing business.

Verdugo holds a bachelor of science degree in electronic engineering from California Polytechnic State University, San Luis Obispo. He also holds a strategic management certificate from The Wharton School of Business and has completed the Stanford Executive Institute program.

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Christian Verstraete

Chief Technology Officer, Worldwide Manufacturing & Distribution Industries, Technology Solutions Group

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Christian Verstraete, as the chief technology officer for the HP Manufacturing and Distributions Industries (MDI) worldwide organization is responsible for thought leadership and innovation - scanning industry and technology trends and assessing their mid/longer term effect on emerging MDI business opportunities and how to capitalize on these. He is the linkage to the CTO community both inside HP and with customers and partners.

Prior to his current position, Verstraete was responsible for the development of solutions for MDI. Before that he led the HP global high-tech industry group and its manufacturing industries supply chain go-to-market strategy where he was responsible for growing the company's \$300 million consulting and system integration business.

Previously, he managed the HP manufacturing practice within the Consulting and Integration business unit. The 1200 consultants he led created and delivered solutions in the areas of supply chain, procurement and sourcing, product lifecycle collaboration, demand chain and collaborative business integration in all segments of the Manufacturing Industry.

Prior to that, Verstraete served as the global lead in the Extended Manufacturing Practice and the Supply Chain Infrastructure and EAI. From his first job at HP as a systems engineer through project, regional, district and global management, Verstraete has concentrated on developing, marketing and advancing infrastructure services.

Frequently published in periodicals, Verstraete is a featured speaker at several global supply chain events. He is one of the authors of "Connected Manufacturing, Thought-provoking essays from industry leaders" and of "Collaborative Sourcing, Strategic Value Creation through Collaborative Supplier Relationship Management".

Verstraete holds a mechanical engineering degree from the Universite catholique de Louvain in Belgium and a degree in industrial management from Katholieke Universiteit van Leuven, also in Belgium. He is based in Brussels, Belgium.

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Mario Vollbracht

Executive Director, Distribution Industries Worldwide, Technology Solutions Group

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Mario Vollbracht is the executive director of Distribution Industries, comprising Consumer Industries (CI), Retail and Logistics. In this capacity, Vollbracht and his team assist sales efforts worldwide, assist in solutions development specific to Distribution Industries, and create & manage tools for the Technology Solutions Group in this space.

Over the years, Vollbracht has acquired first-hand experience in CPG/Retail industries, consulting and the IT industry. This combination allows for an all-round view around understanding business process objectives, how technology can assist in enabling these processes, combined with a clear understanding how to effectively communicate deliver these solutions to HP's customers.

Prior to joining HP, Vollbracht was vice president of services for CAS Americas, a software company focused on demand-side management in the CPG space. Before CAS, Vollbracht was involved in various retail and CPG projects during his tenure with Deloitte Consulting. Vollbracht started his professional career with Sara Lee Corporation. While at Sara Lee, he had the opportunity to move to several division, broadening his experience from production planning, forecasting, VMI, category management to marketing.

Vollbracht holds an MBA and a law degree from the University of Leuven, Belgium. Vollbracht currently resides outside of Atlanta, GA in the United States.

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Michelle Weiss

Vice President, Marketing, Technology Services, Technology Solutions Group

Hewlett-Packard Company

Michelle Weiss is the vice president of marketing for Technology Services (TS) where she has responsibility for bringing to market the \$10+ Billion worth of TS offerings to clients all over the world. Weiss also sits on the TSG executive marketing council that sets strategy and aligns marketing priorities and execution for the TSG business.

Prior to joining Services, Weiss was the vice president of marketing for Business Critical Systems where she was responsible for developing and delivering the marketing strategy and defining and communicating the product/solution offering for the Integrity business worldwide. Prior to joining BCS, Weiss was with HP's StorageWorks business for six years including stints running Planning and Operations as well as marketing. A hallmark of the HP/Compaq merger was the combination of the two storage lines and Weiss was the leader of the clean room effort responsible for the integration efforts for storage marketing for the merger, where she decided on branding, portfolio strategy, and communication.

Weiss came to storage from the printing group where she was responsible for new business development for the network printing division. Weiss has been with HP for over 20 years and has worked in PC's, networking, servers, and printers in a variety of senior level marketing management positions and in business development, business planning, and finance.

Weiss holds an MBA from the Darden School at the University of Virginia and a bachelor of arts degree from Vassar College. She resides in California.

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SCOTT WELLER

/// BIOGRAPHY



Scott Weller, Vice President, Strategy, HP Technology Services

Scott Weller is vice president of Strategy for HP Technology Services. Scott was previously vice president, TCE Q&W for the ESS business, responsible for ensuring that the product portfolio met quality and cost-of-service objectives, while delivering a leading customer experience.

Prior to HP, Weller was with IBM Global Services where he led the selling and delivery of business consulting and major IT programs for Fortune 100 clients. Weller was also with Xerox where he held a number of management positions including embedded systems R&D, NPI program management and technology strategy.

Weller received a bachelor's of science in Physics from Houghton College and a master's of science in Optics from the University of Rochester.



Brian White

Senior Director, Products, Business Service Automation, HP Software & Solutions, Technology Solutions Group

Hewlett-Packard Company

Brian White is responsible for product management and marketing for HP Business Service Automation products such as HP Operations Orchestration and HP Network Automation as well as strategic projects such as deployment automation and the self service data center. He has more than 20 years of experience in defining and delivering software for enterprise IT and application development.

Prior to joining HP, White launched products from iConclude, a Seattle based startup; Microsoft's Visual Studio Team Foundation Server; and IBM Rational's Team Unifying Platform.

Prior to IBM, White worked at Atria Software, a Boston-based startup. Prior to Atria, he held several software engineering roles at Alcatel Network Systems, Allen-Bradley, and Magnavox.

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