



Tad Bodeman

Director of Marketing, Thin Client Solutions, Personal Systems Group

Hewlett-Packard Company



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Tad Bodeman is director of marketing for HP's Thin Client Solutions, which provides highly secure, easy-to-deploy and affordable alternatives to distributed PCs. The product family includes a flexible array of client-computing solutions, from thin clients to streaming, and management software. The Thin Client Solutions portfolio is designed to simplify IT deployment and management and to reduce costs, offering business customers excellent value over the life of the product.

In this role, Bodeman leads a team that researches worldwide customer requirements and manages the worldwide thin client and software product roadmap. He and his team are also responsible for new product launches, core marketing content and documentation content and development.

Bodeman has been with HP and Compaq for 12 years. Prior to his current position, Bodeman was responsible for leading the marketing team for Remote Client Solutions, which included Blade PCs, allocation and management software. Bodeman has held global marketing leadership positions for Compaq, AT&T and NCR, where he had been responsible for leading the development of new businesses and growing large existing businesses globally. His tenure at AT&T included working in Australia, where he was responsible for launching and growing the data network integration business for AT&T's South Pacific region. Additionally, his career also includes six years of enterprise computer sales and sales management experience.

Bodeman received his Bachelor of Science in business administration from the California State University at Long Beach.