



## Brian Burch

Director, Managed Home, Global Consumer PC Business Unit, Personal Systems Group

### Hewlett-Packard Company



Brian Burch is director of the Managed Home program that drives HP's strategic intent to "digitize" the home and provide compelling and intuitive experiences in every room and while people are on the go. He works across all of HP's consumer-focused business units in the company's Personal Systems Group to drive a consistent hardware, software and services roadmap.

From 1998 to 2006, Burch was senior vice president of marketing for Insight, a major Internet and telesales reseller. He also served as vice president of marketing at an enterprise software start-up company, Aveo, which attracted \$60 million in investor funding. He also held roles as the executive vice president of marketing and consumer/small office-home office sales at MicroWarehouse and the chief marketing officer at a web and audio conferencing company, Raindance, which was acquired by Intercall in early 2006.

Burch first joined HP in 1995 as one of the founding members of the Home Products Division, which developed and launched the HP Pavilion PC product line and achieved market share leadership among PCs sold through the retail channel within two years. Following that success, he became the company's first worldwide consumer brand manager, a role in which he devised and deployed successful consumer-centric brand positioning for HP around the world.

Burch earned bachelor's degrees in both journalism/advertising and psychology from the University of Kansas. He has served on multiple advisory boards and currently serves in that capacity for Incentive Logic, a Scottsdale, Ariz.-based customer and employee rewards company.

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