



LORRAINE BARTLETT

Vice President

Worldwide Marketing, Strategy and Operations
Business Critical Systems

HEWLETT-PACKARD COMPANY

Lorraine Bartlett is vice president of Worldwide Marketing, Strategy and Operations for Business Critical Systems at HP. In this role, she and her marketing team are responsible for creating positive experiences among market influencers and customers for HP's mission-critical offerings while preparing the market for the company's next-generation Integrity solutions. Additionally, Bartlett is responsible for establishing the overall strategy and operational management of the Business Critical Systems business.

Prior to this role, Bartlett led the Worldwide Server Marketing team responsible for product planning, management and marketing for the HP Integrity, HP 9000 and HP AlphaServer families. While heading the Server Marketing team, she oversaw the successful launch of the Integrity blades and the eight-socket HP ProLiant DL785 server.

Over her 25-year career at HP, Bartlett has worked in numerous business units in a variety of marketing and engineering positions, including business strategy and planning, solutions marketing, product marketing, product management, technical support and software engineering.