



**BETHANY MAYER**  
Vice President, Marketing, Enterprise Servers, Storage and Networking  
HP Enterprise Business

HEWLETT-PACKARD COMPANY

Bethany Mayer is the vice president of marketing for HP Enterprise Servers, Storage and Networking. In this role, she is responsible for promoting the HP industry-leading portfolio as well as its Converged Infrastructure strategy worldwide.

Mayer brings more than 25 years of experience in leading product management, marketing communications, operations and engineering at organizations ranging from start-up companies to Fortune 500 corporations.

Mayer joined HP from Blue Coat, where she was senior vice president, Worldwide Marketing and Corporate Development. Her responsibilities encompassed marketing communications, demand creation, analyst and press relations, product strategy and channel/product marketing. While at Blue Coat, Mayer's marketing leadership moved the company to become a market share leader in the Secure Web Gateway and WAN Optimization markets. She also directed key marketing programs successfully supporting Blue Coat's revenue growth of over 300 percent during her three-year tenure.

Prior to Blue Coat, Mayer served as chief marketing officer with Mirapoint Inc. in the email and email security market. She has held executive marketing positions at JDSU, Vernier Networks in the network security market and Skystream Networks (now Ericsson) in the video and CDN market. Earlier in her career, Mayer held positions in product marketing, new product development and operations at Cisco, Apple and Lockheed Martin Corporation.

Mayer holds a Bachelor of Science in political science from Santa Clara University.