



John Knightly

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John Knightly serves as vice president of Market Development, part of the Marketing team in the Software organization of HP. Knightly leads market strategy and execution for cross-portfolio offerings, including vertical, line-of-business and partner solutions.

Knightly brings more than 20 years of marketing, product management and sales experience to HP. He was most recently vice president of Enterprise Marketing at Adobe Systems, where he was responsible for marketing the Adobe LiveCycle Enterprise Suite and solutions for customer experience management.

Previously, Knightly led product, industry and partner marketing at BEA Systems. Prior to joining BEA, he held senior positions at a number of start-up companies, spanning software application and infrastructure markets.

Knightly graduated from Princeton University with a bachelor's degree in statistics and earned an MBA from the Anderson School of Management at UCLA.

