

Executive biography



Rudi Schmickl

Vice President, General Manager, Enterprise Storage and Servers – Europe, Middle East and Africa

Hewlett-Packard Company

Rudi Schmickl is responsible for Enterprise Storage and Servers in Europe, the Middle East and Africa (EMEA) at HP. He leads a team that supplies storage, servers and integrated solutions to make the HP Adaptive Enterprise a reality for customers.

The team includes Network Storage Solutions, Industry Standard Servers, Business Critical Servers and NonStop Enterprise Servers.

Previously, Schmickl was vice president and general manager of HP's Business Critical Systems unit in EMEA. This team included HP-UX, Alpha, High Performance Technical Computing and NonStop servers. Schmickl also led HP's UNIX systems to the No. 1 position in EMEA, while reporting profit above key competitors.

Schmickl joined HP in 1983 and has held various engineering, marketing and management positions in HP's server business in Europe and North America before being appointed to his current position.

Schmickl holds a degree in economics and computer science from the University of Karlsruhe, Germany.

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com