

Executive biography



Satjiv Chahil

Senior Vice President for Worldwide Marketing, Personal Systems Group

Hewlett-Packard Company

Satjiv Chahil is senior vice president for worldwide marketing in the Personal Systems Group at HP. He is responsible for leading all of PSG's marketing efforts, including the customer experience program, marketing communications, executive communications, research and planning, and strategic and small and medium business marketing.

Chahil is a 30-year veteran of some of the high-tech industry's most innovative companies with broad business experience in all regions.

Prior to joining HP, Chahil served on Apple Computer's executive management committee and was responsible for worldwide marketing and corporate communications. He was also general manager of the Entertainment and New Media Division. He headed up both Apple's European and Pacific marketing organizations, and under his leadership, the company became a world leader in multimedia, with particularly strong ties to the creative communities in the publishing, advertising, film and music industries.

As a founding management member of Apple's Pacific division, Chahil established Apple as the standard of innovation in Japanese industry and the first American computer company to gain a significant presence and become the most preferred brand in Japan. Under his guidance, Apple Pacific became the company's fastest growing and most profitable division.

Prior to joining Apple, Chahil served at Xerox as a strategic business unit general manager for multilingual workstation products, as well as in other pioneering roles that involved setting up alternate channels of sales and distribution, and developing the business practice of competitive benchmarking.

He has also held planning and control, and marketing management positions in the Data Processing Division at IBM.

Chahil earned a master's degree from the American (Thunderbird) Graduate School of International Management in Arizona and holds a bachelor of

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