



Deborah Traub

Vice President, Product Strategy – Management Products, Software

Hewlett-Packard Company

Deborah Traub is vice president of Product Strategy – Management Products for HP Software. In this role, she oversees product delivery for the HP OpenView portfolio of asset and service management enterprise software. With oversight for a global organization, Traub is responsible for product development, product management, product enablement, quality assurance, technical publications and globalization.

Previously, she provided leadership for product delivery at Peregrine Systems beginning in 1998. As a member of Peregrine's senior management team, she played a lead role in creating, enhancing and maintaining the company's core product portfolio in asset and service management, as well as complementary discovery, self-service and integration products.

Prior to joining Peregrine, Traub worked for the NASA/Jet Propulsion Laboratory from 1988 to 1998 as the mission operations manager for the Space Very Long Baseline Interferometry Project. During this time, she was instrumental in building and growing the research project into a full-fledged NASA-sponsored flight project, which supported Japanese and Russian spacecraft and a CalTech student-based proof of concept. Her general management experience included mission operations, engineering, project and administrative operations, and technical liaison with external space agencies and correlation facilities internationally.

Traub earned a master of science in computer science from Azusa Pacific University and a bachelor of science in psychology from California State University, Northridge, and she studied cognitive science at Occidental College.

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