



Tom LaRocca

Vice President, Partner Development and Programs, Solutions
Partner Organization

Hewlett-Packard Company

Tom LaRocca is vice president of Partner Development and Programs for the Solutions Partner Organization at HP.

Prior to this role, he was director of program and product management for the Enterprise Storage and Server (ESS) business unit in the Technology Solutions Group in the Americas region, where he was responsible for national demand generation and go-to-market activities across the ESS product line.

LaRocca began his career with HP more than nine years ago in the worldwide PC Products group. For three years, he managed product marketing for the PC Options business. He then joined the North America marketing group for HP's Industry Standard Servers (ISS) business unit as the director of business operations. LaRocca transitioned from there to become the director of field marketing, and subsequently became the director of marketing for ISS products, focused on partner demand. In addition to his ISS duties, LaRocca became responsible for ESS when the group was initially formed.

Prior to his career at HP, LaRocca worked for Compaq in Houston and held several positions with other PC-focused companies.

LaRocca holds a bachelor's degree in financial management from the University of Texas.

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