



Tom Yeates

Director, Corporate and Enterprise Partner Sales, Solutions Partner Organization – Europe, Middle East and Africa (EMEA)

Hewlett-Packard Company

Tom Yeates is director of corporate and enterprise partner sales for HP's Solutions Partner Organization in EMEA. In this role, he is responsible for managing the development of HP's enterprise Solution and Service Provider relationships in the region.

He also works closely with HP's Technology Solutions Group to ensure the success of the partnering model as well as market development programs and investments, and to deliver the indirect business plan for server, storage and services solutions in EMEA.

Prior to this role, Yeates was responsible for the creation and development of growth opportunities for HP's Business Critical Systems group in EMEA.

Yeates' background in the enterprise channel began in 1992 when he worked with Computer2000 in the United Kingdom to develop its focus on value products. More recently, he drove the Alpha server business in EMEA and created a value channel network, representing 80 percent of revenue and generating more than \$500 million in incremental channel revenue.

Throughout his 10-year career at HP, Yeates has held various positions in systems and workstations marketing, sales management and consulting in the United Kingdom and throughout EMEA.

Hewlett-Packard Europe
Route du Nant-d'Avril 150
CH-1217 Meyrin 2
Geneva, Switzerland
www.hp.com