



Joy King

Director, Worldwide Industry Marketing, Enterprise Customer Segment and Communications, Media & Entertainment unit

Hewlett-Packard Company

As director of worldwide industry marketing for HP's Enterprise Customer Segment, Joy King leads a global team responsible for developing and managing marketing programs focused on three global industry groupings that account for more than 75 percent of HP's enterprise segment business: financial services; network and service providers; and, manufacturing industries. These responsibilities include analyst and media relations, field and employee communications, sales force readiness, and comprehensive industry-specific web content.

In addition, King holds the position of director of worldwide industry marketing for the Communications, Media & Entertainment unit at HP, where she directs marketing strategy, program development and execution, and acts as a member of the Communications, Media & Entertainment management team.

This dual role ensures that King remains as close as possible to HP's industry customers and leverages her nearly two decades of telecommunications expertise.

King has extensive sales and marketing experience in solving business challenges with technology-based solutions and services. She previously held positions in partner marketing and management, sales and sales management, global account management and industry business development.

King began her career in the industry with the Bell System prior to divestiture and developed her interest in the convergence of communications and computing during her tenure with AT&T Information Systems.

Based in Raleigh, N.C., King holds a bachelor of arts from the University of Virginia and an MBA from Duke University.

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