



Satjiv S. Chahil

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As Senior Vice President for Global Marketing, Satjiv Chahil is responsible for leading HP's Personal Systems Group global marketing efforts including the customer experience program, marketing communications, executive communications, research and planning, and strategic and SMB marketing. Satjiv is a 30-year veteran of some of the high-tech industry's most innovative companies and has a reputation as a pioneer of commercializing innovative technologies that make a difference to people.

Prior to joining HP, Satjiv was an executive at IBM and Xerox for thirteen years and he was with Apple for nine years. At Apple, he and his team in the New Media Division drove the adoption of key technologies, including Firewire, CD-ROM and Quicktime, that became the industry standards for creating and enjoying rich media experiences. Under his leadership, Apple became a world leader in multimedia, with particularly strong ties to the creative communities and to Hollywood studios.

As a founding management member of Apple's Pacific Division, Satjiv established the company as a standard of innovation in the Japanese industry and the preferred American brand in Japan.

At Sony, Satjiv was instrumental in the creation of the Sony VAIO and establishing the new category of sub-notebooks. Again, Satjiv's team led the way in driving the adoption of DVD drives in PCs. Following Sony, Satjiv served as CMO of Palm and most recently was an advisor to the CEO and a Board Member of PalmSource, where he helped was instrumental in developing the Palm brand cache and driving the mobile computing category.

Satjiv came to HP with the belief that the company has the product portfolio, distribution strength and services and support infrastructure to provide the overall best customer experience.

Satjiv earned a masters degree from the American (Thunderbird) Graduate School of International Management in Arizona and holds a Bachelor's of Commerce degree from Punjab University in Chandigarh, India.

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