



Eileen O'Brien and Valerie Taglio

Vice President, Small and Medium Business, Personal Systems Group

Hewlett-Packard Company



Eileen O'Brien



Valerie Taglio

Eileen O'Brien and Valerie Taglio, as an executive job-share team, serve as vice president of Small and Medium Business for the Personal Systems Group (PSG) at HP. They are responsible for extending HP's leadership position and growth in the small and medium business segment by identifying new opportunities to leverage HP's products, services and solutions portfolio and to deliver superior customer experience, as well as by creating innovative business models to optimize customer reach and touch.

Prior to their current position, they were the acting vice president of Worldwide Marketing, where they led region and product marketing for the PC business to successfully promote and position PSG's portfolio to consumer and commercial customers.

They also have served as vice president of Portfolio Marketing for PSG, leading a worldwide marketing organization responsible for PC market strategy and planning, positioning and messaging, as well as product management and collaboration with major partners.

Before they became a job share team, Taglio was vice president, Business and Marketing Strategy for PSG, where she drove the development of business strategy, planning and market intelligence to align the PC business around critical investment priorities in order to position the business for success.

O'Brien served as vice president, Marketing Communications for PSG, and drove the marketing communications function for HP's PC business. She successfully managed the high-profile advertising campaigns that launched the first Digital Entertainment PC and repositioned Compaq PCs in the market.

O'Brien has a bachelor of science in mathematics from the University of Notre Dame. Taglio attended Santa Clara University, where she earned a bachelor of science in economics and an MBA in marketing.

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