



Robb Rasmussen

Vice President, Portfolio, Marketing and Alliances, HP Services

Hewlett-Packard Company

Robb Rasmussen is vice president, Portfolio, Marketing and Alliances, reporting to John McCain. He leads this new and expanded team which is responsible for creating and maintaining the overall HPS-level portfolio, marketing and alliance strategies.

Rasmussen's team will lead packaging and sales and delivery readiness for services-led TSG solutions and cross-HPS services, synchronize marcom plans across HPS GBUs and regions, and drive development of technical standards and reference architectures.

Rasmussen most recently held the position of Worldwide Practices leader for C&I and was responsible for global practice leadership, portfolio management, sales and delivery enablement, marketing and thought leadership. With more than 20 years of experience, Rasmussen has held a number of key leadership roles, including heading global consulting business units and corporate alliance organizations. In addition, Rasmussen has valuable experience in identifying, validating and executing new go-to-market service offerings. As Rasmussen is tasked with leading both marketing and alliances for HP Services, he will sit on Deb Nelson's senior leadership team.

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