



## Satjiv Chahil

Senior Vice President, Global Marketing, Personal Systems Group

### **Hewlett-Packard Company**

As senior vice president of worldwide marketing for the Personal Systems Group at HP, Satjiv Chahil is responsible for leading all of the group's marketing efforts, including the customer experience program, Marcom, executive communications, research and planning, strategic marketing and small and mid-size business marketing.

Chahil is a 30-year veteran of some of the high-tech industry's most innovative companies with broad business experience in all regions.

Prior to joining HP, Chahil served on Apple Computer's Executive Management Committee and was responsible for worldwide marketing and corporate communications. He was also general manager of the Entertainment and New Media Division. He headed up both Apple's European and Pacific marketing organizations and under his leadership, the company became a world leader in multimedia, with particularly strong ties to the creative communities in the publishing, advertising, film, and music industries.

As a founding management member of Apple's Pacific Division, Chahil established Apple as the standard of innovation in Japanese industry – the first American computer company to gain a significant presence and become the most preferred brand in Japan. Under his guidance, Apple Pacific became the company's fastest growing and most profitable division.

Prior to joining Apple, Chahil served at Xerox as a Strategic Business Unit general manager for multilingual workstation products, as well as in other pioneering roles that involved setting up alternate channels of sales and distribution, and developing the business practice of competitive benchmarking.

He has also held planning and control, and marketing management positions in the Data Processing Division at IBM.

Chahil earned a master's degree from the American (Thunderbird) Graduate School of International Management in Arizona and holds a bachelors of commerce degree from Punjab University in Chandigarh, India.

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