



John Dayan

Vice President, Marketing and Business Development, Personal Systems Group – Americas

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John Dayan is vice president of marketing and business development for the Personal Systems Group in the Americas region at HP. In this role, he is responsible for driving the marketing strategy, programs, advertising, external and internal communications across the region, as well as managing key alliances with Microsoft, Intel, AMD and wireless service providers. Additionally, his team is responsible for group strategy and business planning.

Dayan has held various executive management positions within HP's engineering and product development groups. Most recently, he was managing director of the Handheld PC and Wireless business for HP in the Americas region.

Prior to joining HP, he spent 10 years in software technology and product development with Science Applications International Corporation in San Diego.

Dayan holds a bachelor's degree in electrical engineering from the University of Florida and a master's degree in program management from the University of San Diego.

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