



Robb Rasmussen

Vice President, Portfolio, Marketing and Alliances, HP Services

Hewlett-Packard Company

Robb Rasmussen is vice president, Portfolio, Marketing and Alliances. 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.

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