



Satjiv S. Chahil

Senior Vice President Global Marketing, Personal Systems Group

Hewlett-Packard Company

Satjiv Chahil, senior vice president of Global Marketing for the Personal Systems Group at HP, is responsible for leading global marketing efforts including the customer experience program, marketing communications, executive communications, research and planning, and strategic and SMB marketing.

Chahil is a 30-year veteran of some of the high-tech industry's most innovative companies and has a reputation as a pioneer of commercializing innovative technologies that make a difference to people.

Prior to joining HP, Chahil was an executive at IBM and Xerox for 13 years and at Apple for nine years. At Apple, he and his team in the New Media Division drove the adoption of key technologies, including Firewire, CD-ROM and Quicktime, that became the industry standards for creating and enjoying rich media experiences. Under his leadership, Apple became a world leader in multimedia, with particularly strong ties to the creative communities and to Hollywood studios.

As a founding management member of Apple's Pacific Division, Chahil established the company as a standard of innovation in the Japanese industry and the preferred American brand in Japan.

Chahil also worked at Sony, where he was instrumental in the creation of the Sony VAIO and establishing the new category of sub-notebooks. His team led the way in driving the adoption of DVD drives in PCs. Following Sony, Chahil served as chief marketing officer of Palm and most recently was an advisor to the chief executive officer and a board member of PalmSource, where he was instrumental in developing the Palm brand cache and driving the mobile computing category.

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