



Steve Dietch

Worldwide Director of Marketing, HP OpenCall

Hewlett-Packard Company

Steve Dietch leads the HP OpenCall marketing organization driving product marketing, solution marketing, services marketing, partner program, and strategic relationship management.

Prior to the HP-Compaq merger, Dietch was with Compaq for four years – most recently as Director, Product and Portfolio Management, Telecom Division. In this role, he was responsible for segment strategy, product/solution concept identification, make vs. buy decisions, partner identification-assessment-recruitment, pricing and go-to-market models, and solution readiness – across four domains – Enhanced Network Services & Infrastructure, Network Elements, Operations Support Systems, and Business Support Systems.

Previously, Dietch had global responsibility for driving Compaq's Business Critical Solutions into the Service Provider and Emerging markets. This role focused on developing global hosting alliances and driving joint sales & marketing activities. Dietch was involved in a number of major deals including EDS, Energis & HostCentric. He also led a corporate, cross platform initiative with Oracle Corporation – focusing on software as a service.

Upon joining Compaq, Dietch was in a business development role, focusing on accelerating penetration of Compaq's high-end solutions into enterprise eCommerce environments.

Before joining Compaq, Dietch was a management consultant with Booz-Allen & Hamilton, focusing on the Communication, Media, and Technology industries. He also spent seven years in Europe in various management roles with IBM and Wang Laboratories.

Dietch has an MBA from the Wharton School of the University of Pennsylvania, Master of Science in Computer Science from Boston University, and Bachelor of Science in Computer Science from the University of California.

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