



Dennis Mark

Vice President, Marketing
Personal Systems Group

HP Asia Pacific and Japan

Dennis heads the marketing function for HP's Personal Systems Group (PSG) in Asia Pacific and Japan.

His responsibilities include strategic planning and driving marketing initiatives across all customer touch points for PSG. In this role, he oversees 17 countries and drives the company's focused Smart Office program aimed at extending HP's leadership position in the SMB segment.

Dennis has reinvigorated HP's focus on using non-traditional channels including creative online campaigns to target key customer segments. As part of this initiative, he has overhauled HP's website, call centre, sales force to re-energize HP's back-end operations and better measure marketing outcomes within PSG.

Prior to this, Dennis headed HP's Asia Pacific operations for Commercial Accounts and the SMB segment where he was responsible for driving HP's leading position by optimizing the company's portfolio of offerings to create stronger customer value.

Following the merger with Compaq, Dennis led the integration as the General Manager of the Personal Systems Group (PSG) for HP Singapore. He was responsible for business performance and market penetration of the PSG business as well as managing the commercial partners' community. Dennis also managed the group's sales, marketing and customer engagement functions.

Dennis has more than 16 years of experience, of which 14 years were spent in HP. Dennis was HP's Asia-Pacific marketing director for Business PC (bPC), Marketing Centre, Asia Pacific from November 1997 to January 2002. He also held several other key marketing management appointments in the region including a role in China as the Asia Pacific marketing director for bPC.

Dennis holds an Engineering degree (Honours) from the National University of Singapore. He was also awarded the Professional Engineers Board of Singapore Gold award.