



Nigel Ball

Vice President of Marketing, Technology Solutions Group – Americas

Hewlett-Packard Company

Nigel Ball is vice president of marketing for the Technology Solutions Group in the Americas for HP. He leads the region's marketing team, building awareness and preference, executing demand generation activities, implementing business strategy and improving overall marketing effectiveness.

Previously, Ball was responsible for delivering HP's complete portfolio of products and solutions to the small and medium-size business segment.

Before that, he was responsible for building complementary solution offerings with software and system integrator partners. He led global management, marketing, technical, sales and infrastructure teams in the Enterprise Systems Group. He was also responsible for ensuring HP's partnerships and solutions address future technologies.

Ball was also general manager of Worldwide Server Sales for the Business Critical Computing Business Unit, with responsibility for the sale of the HP 9000 and HP 3000 enterprise servers.

Ball, who first joined HP in 1982, has held various other management and sales positions in Europe, including his native United Kingdom, as well as the United States.

He holds a bachelor of science degree, with honors, from the University of Liverpool.

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