



Urs Renggli

Director, Worldwide Small & Midmarket Business, Technology Solutions Group

Hewlett-Packard Company

As director of the Worldwide Small & Midmarket business for the Technology Solutions Group at HP, Urs Renggli leads the development and implementation of strategies and programs that drive awareness and demand for HP's server and storage products, as well as services and solutions for small and medium-size businesses (SMBs).

Previously, as the director of SMB for HP in Europe, Middle East and Africa, Renggli was responsible for marketing programs across all business groups, including desktop PCs, notebooks, handhelds, printers and servers.

Prior to that, Renggli was the director for the Industry Standard Server unit at HP, where he managed the organization's alliances with Microsoft, Intel, Novell, Caldera, RedHat, Lotus and Citrix.

From 1996 until 2001, Renggli worked for Compaq Computer Corporation in Houston, where he held a variety of management positions in the Industry Standard Server Group (ISSG). As director of ISSG Software Marketing, Renggli was responsible for the worldwide operating system strategy and software marketing efforts. He also drove alliances with Microsoft, Novell, Unix/Linux OS partners.

Renggli joined Compaq in 1990 as channel sales manager for the Swiss subsidiary, where he held various sales and marketing roles, including in the industry-standard server business, until 1996.

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