



Executive Biography

John Cook

Vice President of Marketing, Consumer PC Business Unit,
Personal Systems Group



Hewlett-Packard Company

John Cook is vice president of marketing in the Consumer PC global business unit at HP. In this role, he is responsible for HP's consumer display business, HP-created software such as the HP SmartCenter, and key accessories including the HP Personal and Pocket Media Drives. Cook joined HP in January 2007.

Cook has more than 20 years of high-technology experience in senior level corporate and consulting positions. From 2001 through 2006, he was a partner in the Open Door Consulting Group, a San Jose, Calif.-based company specializing in defining products to reach new customers and new markets. From 1999 to 2001, he was the vice president of product management and marketing for Palm, Inc. Prior to that, he spent almost 10 years with Apple, where he served in product marketing and business development roles for the company's hardware, software and multimedia divisions.

While at Apple, Cook created its first product publicity group and played an instrumental role in launching the original consumer Macintosh product line. He also represented Apple in the development and promotion of the DVD standard.

Cook has received several patents for technology innovations used in mobile and wireless devices. He serves on the board of directors for the Art Docents of Los Gatos, which focuses on creating interactive content using the latest technologies to assist teachers in expanding art education in the classroom. He holds a bachelor's degree from Auburn University, Auburn, Ala. Cook is based in Cupertino, Calif.

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