



Carlos Montalvo

Vice President of Marketing and Services, HP Managed Home division

Hewlett-Packard Company

Carlos Montalvo is vice president of marketing and services for the Managed Home business within HP's Personal Systems Group. The Managed Home global business unit drives HP's strategic intent to "digitize" the home and provide compelling and intuitive experiences in the home and on the go.

Carlos leads the combination of marketing strategy, communications, and product management to help continue momentum for HP's growth in the connected entertainment business. One particular focus for Carlos is to expand and broaden HP's content service offering in the digital entertainment space.

Over the last 20 years Carlos has been at the forefront of the shifting digital landscape working with companies such as Xerox, Virage and Apple where he served as VP and GM of the Interactive Media and QuickTime Group. Carlos joined HP directly from Jaman, Inc. an online community and social network that delivers world cinema over broadband. Carlos served as SVP of Operations where he developed the overall business, content and positioning strategy for www.jaman.com.

Carlos studied Bio-engineering and Political Science at the University of California and began his career in the public sector, serving at the National Science Foundation and as a Presidential Appointee at the US Solar Energy Bank.

Carlos works out of HP's operations in Cupertino, Calif.

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