



Brian Schmitz

Director, Business Desktop Marketing, Personal Systems Group

Hewlett-Packard Company



Brian Schmitz is director of marketing for the Business Desktop global business unit in the Personal Systems Group at HP that provides a broad range of innovative desktop PCs to simplify business computing. The product family includes a flexible array of choices tailored to the needs of small businesses through the largest enterprises. Designed to simplify IT management and reduce costs, the commercial PC portfolio strives to offer business customers excellent value over the lifecycle of the product.

In this role, Schmitz's team researches worldwide customer requirements and manages the worldwide desktop product offering. He and his team are also responsible for driving new product launches, developing core marketing content and positioning product.

Throughout his nine years at Compaq and HP, Schmitz has held several senior product marketing roles and was directly involved in launching some of the group's most innovative products, including the iPAQ desktop, the Ultra-Slim Desktop and rp5000 point of sale system. Prior to joining HP, Schmitz served as national distributor sales manager and senior product marketing manager at Emerson Electric.

Schmitz received a bachelor's of science in mechanical engineering from the University of Illinois and a master's in business administration from John Cook School of Business, St. Louis University.

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