



David J. Murphy

Senior Vice President, LaserJet and Enterprise Solutions,
Imaging and Printing Group

Hewlett-Packard Company

David Murphy is senior vice president of the LaserJet and Enterprise Solutions business within HP's Imaging and Printing Group (IPG). He is responsible for LaserJet printers and supplies, Edgeline MFPs (multifunction printers), scanning technology, enterprise software solutions, managed print services and the Halo Collaboration Studio.

Before this position, Murphy was responsible for driving IPG's web service and software growth across multiple customer segments. This included managing and leading the following HP assets: Snapfish by HP, Logoworks by HP, Tabblo, HP Transactional Direct, Halo Collaboration Studio, as well as businesses in digital entertainment services and retail photo solutions.

Prior to joining HP, Murphy was chief financial officer for Mercury Interactive, where he led the company's market expansion and acquisition/integration of leading software companies such as Systinet, Kintana, Appilog and Performant.

Prior to joining Mercury, Murphy was chief executive officer of Asera, where he led the company's pioneering efforts in delivering real-time collaborative business process applications for the extended enterprise with a web services delivery approach. Prior to Asera, he was president and general manager of IBM Tivoli Systems, where he was responsible for day-to-day operations and drove aggressive expansion into new markets helping make IBM a major competitor in the software space.

Murphy's background also includes working as the head of the private equity investments group at Perot Systems and as a partner at McKinsey & Company.

Murphy holds a Master of Business Administration from Stanford and technical degrees in mathematics and electrical engineering from the Universities of Louisville and Florida Atlantic.

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com