



Executive Biography



David Murphy

Senior Vice President, Web Services and Software Business, Imaging and Printing Group

Hewlett-Packard Company

David Murphy is senior vice president of the Web Services and Software Business within the Imaging and Printing Group at HP. He is responsible for driving the group's web service and software growth across all customer segments.

This includes: Snapfish, an online photo services company; Logoworks, a web-based services design company for small businesses; Tabblo, web-based software that makes printing easier from the web; HP Transactional Direct, e-commerce; the HP Halo Collaboration Studio business collaboration and social connection experience; as well as other efforts in areas such as 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 and integration of software companies such as Systinet, Kintana, Appilog and Performant into Mercury's Business Technology Optimization portfolio.

Prior to joining Mercury, Murphy was chief executive officer of Asera, where he led the company's efforts as a pioneer 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.

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 an MBA from Stanford University and technical degrees in mathematics and electrical engineering from the Universities of Louisville and Florida Atlantic.

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