



Jeff Groudan

Vice President of Marketing, Desktop Solutions Organization,
Personal Systems Group

Hewlett-Packard Company

Jeff Groudan serves as vice president of worldwide marketing for the Desktop Solutions Organization at HP. The focus of this organization is to drive accelerated growth in new spaces, including the emerging thin client and desktop virtualization markets, as well as retail automation. It includes the product categories of workstation blades, PC blades, retail point-of-sale solutions and thin clients, as well as several software assets such as Remote Graphics Software, Session Allocation Manager, Image Manager, Device Manager and Teem Talk.

Groudan is responsible for understanding customer, technology and market trends to build business strategies that accelerate profitable and competitive growth in the desktop virtualization and retail point-of-sale markets. He and his team develop go-to-market models to help the organization effectively reach customers around the world through the most relevant and efficient communication vehicles.

Previously, Groudan was vice president of marketing for the Business Desktop PC global business unit at HP, which included the company's desktop solutions as well as traditional business desktop PCs.

Groudan has been with Compaq and HP for 13 years. He has previously held director positions for Compaq Commercial Portable Marketing and HP Commercial Desktop Marketing with global marketing and product roadmap responsibilities.

His career also includes work at Sperry Marine, where he served as an electrical engineer.

Groudan received a Bachelor of Science in electrical engineering from the University of Virginia, and an MBA from Fuqua School of Business, Duke University.

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