



Johan Vanoverbeke

Worldwide Vice President, Technology Services Sales and Marketing, HP Services

Hewlett-Packard Company

Johan Vanoverbeke is worldwide vice president of Technology Services sales and marketing at HP, responsible for ensuring continuous and consistent order growth for the defined portfolio while controlling field selling costs. He and his marketing team drive selected campaigns to help sales achieve their targets.

Previously, Vanoverbeke was the European Technology Services director. He developed and deployed growth strategies and increased sales efficiency by developing plans to position the EMEA business for positive growth.

Prior to that, Vanoverbeke was the European and Northern Region outsourcing manager. In addition, he was the services sales director for two regions: Western Europe and ISE. In this role, he established specialized sales forces to address these growing markets in the most efficient manner.

Since Vanoverbeke joined HP in 1979, he has taken on different assignments, which have given him a wealth of expertise across different areas within HP Services.

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