



Roberto Moctezuma

Vice President and General Manager, Desktop Solutions Global Business Unit

Hewlett-Packard Company

Roberto Moctezuma is vice president and general manager for Desktop Solutions Global Business Unit at HP. He is responsible for the emerging thin client and virtualization markets, which includes HP Thin Clients, Consolidated Client Infrastructure, Blade Workstations and Retail Point of Sale solutions.

Prior to this role, Moctezuma led the Americas Volume Direct Operations and was responsible for the Volume Direct Customer Business Center, eBusiness and Sales Support Operations, and Volume Direct business process and capability development.

Previously, Moctezuma led Latin America Operations, where he improved speed and predictability of product delivery to better the customer experience, reduced accounts receivables and transformed the organization to reduce cost by more than 30 percent.

Before that, Moctezuma directed the eCommerce organization for Compaq Computer Corp. in Latin America, where he implemented the first pure e-commerce stores in the region for the computer category. He expanded e-commerce coverage to more than 85 percent of the addressable market in the region and achieved online sales leadership. From 1995 to 1998, Moctezuma alternately led the sales, marketing and operations functions for Compaq in Mexico. During this, time the subsidiary's revenue grew more than 300 percent.

Prior to joining HP, Moctezuma managed sales and marketing teams for Digital Equipment Corp. in Mexico, where he directed the introduction of its PC and Unix systems into the country. As head of the software development division for Grupo Infodinamica, he led the creation of both custom and shrink-wrap software.

Based in Houston, Moctezuma's academic background includes computer engineering studies in the Universidad Nacional Autonoma de Mexico in Mexico City, Mexico.

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