

**Vice President, Product Marketing**

Jeff Womack is vice president of Product Marketing for EDS, an HP company. Womack is responsible for optimizing sales effectiveness and increasing the market position of EDS services through a differentiated, competitive and well-packaged portfolio. His organization guides and supports the portfolio of this greater than \$25 billion business unit, providing portfolio development, sales enablement and marketing across all three EDS service lines: Applications Services, Business Process Outsourcing and Infrastructure Technology Outsourcing Services.

Most recently, Womack was director of Worldwide Portfolio, Marketing and Alliances for HP Services, HP's \$16 billion services arm. In this role, he was responsible for executing portfolio, marketing and alliance partner strategies, portfolio governance, sales and delivery enablement, analyst and public relations. He also was responsible for market positioning, messaging and sales enablement for Global Delivery Application Services, HP's offshore applications services unit.

Before HP, Womack held various leadership positions at EDS, leading marketing and communications for consulting, alliances and the global offshore delivery teams. He directed the operations for EDS' global consulting business unit - with 4,000 professionals delivering application development, integration and packaged application services.

Womack has more than 20 years of experience in IT services, including packaging and launching new service offerings and developing creative and effective campaigns that drive both internal and external awareness and success.

Womack holds a Bachelor of Science in industrial engineering from Texas Tech University.