



Director, ITO Product Marketing

Kevin Karcher is director of the Infrastructure Technology Outsourcing (ITO) Product Marketing team for EDS, an HP company, where he leads the Security and Privacy, Data Center and Workplace Services program offerings. Karcher develops the vision, strategy and goals for how EDS will package and promote its product offerings. He also has oversight for internal sales education, marketing communications, market demand creation and sales opportunity support.

Previously, Karcher was ITO marketing leader and product marketing director for Workplace Services, EDS' top revenue-producing service line.

In December 2000, Karcher joined EDS as regional sales vice president of the Financial Services Industry. He also led the Workplace Portfolio organization's planning office and the deployment of standardized desktop services.

Karcher began his professional career with NCR in 1978 as a sales representative in southern Illinois. After moving through the sales management ranks, he became a national marketing director at NCR's Dayton headquarters in 1987. Following a four-year tour in Minneapolis as regional sales director, he returned to Dayton as vice president of U.S. Financial System Marketing.

In 1996, Karcher joined Applied Digital Data systems, an NCR subsidiary, as vice president of sales. He assisted in the divestiture of that division and took the role of vice president of marketing for the new company, Sun River Data Systems, headquartered in Austin, Texas. He returned to NCR again in 1998 to lead regional sales before joining EDS.

He has a Bachelor of Science in business administration and an Associate of Arts in computer science from Southeast Missouri State University.