



Patrick Eitenbichler

Director, Worldwide Product Marketing, Information Management,
Software

Hewlett-Packard Company

Patrick Eitenbichler is director of worldwide marketing for the Information Management unit within the Software business at HP. In this role, he is responsible for worldwide marketing communications and launches for the company's information management products and solutions, including software offerings for e-discovery and compliance, enterprise document automation, and business continuity and availability.

In addition, Eitenbichler coordinates the go-to-market strategy, messaging and programs among product divisions, regional teams and partners for the entire HP Information Management portfolio – to help customers put their information to work.

Previously, Eitenbichler was director of product marketing for the StorageWorks division within HP, where he was responsible for worldwide marketing communications, launches and pricing strategies for products and solutions, including information lifecycle management, business continuity, storage consolidation, SAN, NAS and tape solutions. Prior to that role, Eitenbichler was responsible for HP's PartnerONE program and strategy, enterprise partner marketing, the PartnerONE SMB Network, partner communications and channel promotions.

Eitenbichler has held a range of marketing, supply chain, and service and support positions over his 17-year career. His experience spans product management of hardware and software products, customer support, channel marketing, marketing communications and business development in HP's Americas field organization.

Eitenbichler holds a bachelor's degree from Southwestern University in Georgetown, Texas, and a master's degree from Regis University in Denver, Colo.

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