



Anton Knolmar

Vice President, Worldwide Marketing, Software & Solutions

Hewlett-Packard Company

Anton Knolmar serves as vice president of Worldwide Marketing for the Software & Solutions organization at HP, with marketing responsibilities across the entire portfolio of Business Technology Optimization (BTO), Information Management (IM), Business Intelligence (BI) and Communications and Media Solutions.

Knolmar has left his mark in marketing roles at the worldwide, regional and country levels during his career with HP. During the past five years, he has led Europe, Middle East and Africa (EMEA) marketing during a time when the business was transformed and rebranded through a series of successful acquisitions. His accomplishments include building close alignment of the EMEA marketing team with sales, providing key support as BTO emerged with the top market share in the region and leading the highly successful Software Universe and Communications World events for customers. Prior to this, Knolmar was director of channels and marketing for HP in EMEA and held other worldwide and regional marketing roles.

Knolmar earned the HP European Achievers Club award and received external honors for a direct mail marketing campaign.

He holds a master's in computer science from the University of Ulm.

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