



## Mark Shoemaker

Business Technology Optimization Software Evangelist, Software & Solutions

Hewlett-Packard Company

Mark Shoemaker recently joined HP as the Business Technology Optimization (BTO) software evangelist. In his role, Shoemaker functions as a conduit between the customer, product development, sales and marketing, and the analyst community to help align HP's comprehensive BTO suite with customer needs and future innovation.

Shoemaker is passionate about technology and the role it can play in enabling the business. He is an early adopter of virtualization, automation and cloud computing technology as he recognizes the transformational opportunity they can offer organizations.

Prior to HP, Shoemaker was vice president of Infrastructure at Savvis Communications, where he led the development of the managed services software suite and technical architecture standards across multiple product teams and geographies including Savvis' first dedicated and open cloud product offerings. Prior to Savvis, he was the senior director of Infrastructure for Charter Communications, responsible for completely rebuilding the primary data infrastructure supporting the business's explosive growth in broadband services.

Throughout his career, Mark has led a variety of technical organizations in the government sector, at startups and in turn-around engagements. He brings more than 20 years of technology experience in operations to HP.

Hewlett-Packard Company  
3000 Hanover Street  
Palo Alto, CA 94304  
[www.hp.com](http://www.hp.com)