



Bruce Randall

Director, Product Marketing, Project and Portfolio Management,
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Bruce Randall is director of Product Marketing for the HP Project and Portfolio Management Solution. In this role, he leads the marketing direction and strategic vision for HP's Project and Portfolio Management product and solution set.

Prior to this role, Randall led the initial discovery and marketing of HP's IT Financial Management solutions. He has been working with HP since the company's acquisition of Peregrine Systems. At Peregrine, Randall served for nearly six years in similar product management or product marketing roles. Prior to Peregrine Systems, he worked at Websense, Micron Electronics and Deutsche Bank in Germany in both technical and non-technical sales and marketing roles.

During his tenure in product marketing, Randall has been responsible for driving product strategy and direction. He also has been intimately involved in a number of new product ideas and development efforts and has been closely aligned with customer needs and requirements. Additionally, Randall has been a featured speaker at a number of events from analyst summits to Best Practices' forums and HP Software Universe.

Randall holds degrees in International Marketing and German from Brigham Young University.

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