



Kristina H. Robinson

Vice President and General Manager, Business Intelligence Solutions,
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Hewlett-Packard Company

Kris Robinson is vice president and general manager of Business Intelligence Solutions (BIS) at HP. She is responsible for maximizing HP BIS profit and revenue growth; driving the go-to-market, consulting and integration, and delivery functions to capture greater share in the business intelligence market; and the leadership of services, solutions and technology investments to ensure a superior customer experience for HP's top commercial and public sector customers worldwide.

The keystone of Robinson's strategy is fostering a solution-focused culture that creates competitive differentiation for customers by delivering world-class consultancy, innovative technologies and solutions, and strategic alliances and partnerships that collectively solve real customer problems and deliver better business outcomes. For more than two decades, Robinson has helped customers in multiple industries transform their IT environments – yielding higher profit margins, increased workforce productivity and competitive gains in process efficiency.

Robinson has a long history of creating and leading world-class consultative sales and services organizations and has proven to be a thought-leader in the high tech industry. Her view is comprehensive and her action is precise.

Prior to joining HP, Robinson spent 21 years at NCR, where she held numerous executive sales and marketing positions. Her primary responsibilities centered on developing and deploying growth strategies for high-opportunity markets, including financial services, insurance, healthcare and life sciences. Her leadership in the vertical sales, consulting and solutions portfolio for NCR's Teradata Data Warehousing division doubled business revenues in the organization in less than three years.

Recognized as a change agent, Robinson has a talent for transforming organizations, and delivering exceptional and sustainable business results. She has a bachelor's degree in marketing from the University of Georgia in Athens, and a Master of Business Administration from Georgia State University.

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