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Paul Gottsegen is vice president of Integrated Marketing for Enterprise Servers and Storage at HP, responsible for the development and execution of the unit's integrated marketing strategy.

Most recently, Gottsegen served as vice president of marketing for Industry Standard Servers, overseeing the product marketing, strategy and business operations of the HP ProLiant and HP BladeSystem product lines.

Prior to HP, Gottsegen was vice president of Enterprise Marketing at Dell Inc., where he led the product marketing, outbound marketing and enterprise alliances for the server business. He also served as vice president of marketing at Panasas Inc., a storage system provider for high-performance cluster computing.

Gottsegen began his career at Compaq Computer Corporation, spending 13 years in various roles in the enterprise division, including launching the original Systempro server, leading the product launch effort for the original ProLiant server launch and as vice president of North America sales region for the Industry Standard Servers business.

Gottsegen holds a bachelor's degree in computer science from Brandeis University and a master's degree in business administration from The Wharton School.

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