



## Nick van der Zweep

Director of Virtualization and Insight Software, Infrastructure Software and Blades, Enterprise Storage, Servers and Networking, HP Enterprise Business

### Hewlett-Packard Company

Nick van der Zweep is director of Virtualization and Insight Software within the Infrastructure Software and Blades organization at HP. In this role, he has shaped a number of groundbreaking solutions for enterprises who seek to build a flexible IT infrastructure that can keep pace with rapid business change.

Because of his work pioneering innovative offerings like the HP Virtual Server Environment (VSE), van der Zweep now spearheads all virtualization efforts on behalf of HP Enterprise Business. He also is responsible for product management for HP Infrastructure Software, including HP Systems Insight Manager, the HP Virtual Server Environment and selected HP ProLiant and Integrity Essentials offerings.

Van der Zweep draws on his strong technical, sales and marketing knowledge to build innovative solutions to IT challenges. He built the business case for usage-based pricing models, and in September 1999, introduced Instant Capacity, a first-in-class solution. He subsequently introduced several related groundbreaking initiatives, including HP's Pay-per-use utility pricing program in July 2001 and HP's Temporary Instant Capacity in August 2002.

From 1998-2001, van der Zweep led HP's IT Consolidation program from its inception to a business generating more than half-a-billion dollars annually. Today, it remains the leading strategic and revenue-generating solution for HP Enterprise Business.

During his 20 years of IT experience, van der Zweep has focused on data center optimization and making IT a strategic differentiator for companies. Prior to HP, he spent 10 years working as an IT architect and data center manager for the Great-West Life Assurance Company in Winnipeg, Manitoba, Canada.

Van der Zweep earned a bachelor's degree and a master's degree in Computer Science from the University of Manitoba in Canada.

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