



KARL SODERLUND

Vice President and General Manager
Americas Sales and Marketing, HP ProCurve

HEWLETT-PACKARD COMPANY

Karl Soderlund is vice president and general manager of Americas Sales and Marketing for HP ProCurve. He has overall revenue responsibility for ProCurve's sales and marketing activities in North, Central and South America. He has spent his career building and managing highly successful sales and marketing programs in the networking industry.

Soderlund most recently was senior vice president of Americas and Corporate Business Development for Fortinet Inc. During a time of rapid growth, he was responsible for all of Fortinet's pre- and post-sales activities in North America, South America, Australia and New Zealand. He doubled Fortinet's Americas business and spurred a tremendous gain in market share. Before Fortinet, Soderlund held multiple sales leadership positions with Extreme Networks, driving the company's enterprise sales in the northeast United States while leading the efforts to redefine Extreme's channel program.

Earlier, Soderlund spent six years at Cisco Systems Inc., first as a strategic account manager and progressing to operations director for Cisco's Telco operation. In that role, he led sales operations that drove \$800 million in direct and indirect revenue, while introducing operational processes that boosted efficiency and improved overall performance results. He began his career as national accounts manager for Data General Corp., where he finished his final fiscal year at 159 percent of his sales goal.

Soderlund received a Bachelor of Arts degree in management from Anna Maria College in Paxton, Mass.