



KFIR GODRICH

Vice President and Chief Technologist, HP Technology Services
HP Enterprise Business

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Kfir Godrich is vice president and chief technologist for HP Technology Services (TS). In this role, he drives the technology roadmap for TS and providing thought leadership that strengthens HP's position in the field of technology services. Godrich also focuses on green initiatives including creating high efficiency data center topologies supporting "green IT" and is a messenger of the sustainability concept worldwide.

Godrich has been involved in designs of alternative energy solutions based on implementations including geothermal, wind, PEM and Solid Oxide Fuel Cells, Photovoltaics, flywheels and Micro-Turbines. Lately he was co-awarded the patent of DC-Based Data Center Power Architecture.

Prior to this role, Godrich was chief technology officer for HP Critical Facilities Services delivered by EYP Mission Critical Facilities. Godrich's expertise lies in powering mission-critical infrastructure and complex systems applications. Over the last 20 years, Godrich has provided strategic consulting services to global financial, technology and telecom clients, as well as public sector organizations. He has been directly involved in the development of the next-generation data center including pioneering cloud computing strategies for more than a dozen Fortune 50 companies.

Godrich received a B.Sc. in electrical engineering from Ben Gurion University in Beer Sheva, Israel, and is a Ph.D. candidate at the Polytechnic University in New York. Godrich was the initiator of the The American National Standards Institute's Homeland Security Standards Panel Task Force, where he identified, reviewed and made recommendations on key guidelines in the power security and continuity area for national homeland security. Godrich is a senior member of Institute of Electrical and Electronics Engineers (IEEE) and HP SWAT IT; a member of National Society of Professional Engineers, 7X24 Exchange and Association of Energy Engineers; and a reviewer for Applied Power Electronics Conference and the IEEE Power & Energy Society Power Delivery and Energy Conversion transactions. Godrich is a frequent presenter at industry events worldwide and has published numerous technical papers.