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Jonathan Priestley is director of Marketing for the Software business in the Europe, Middle East and Africa (EMEA) region at HP, with marketing responsibilities across the entire portfolio of Business Technology Optimization (BTO), Information Management (IM), Business Intelligence (BI) and Communications and Media Solutions (CMS).

Priestley has more than 20 years of experience in the software industry, having held positions in the United States and across Europe, and has managed all aspects of the software supply chain for both products and services. He has directed teams in sales, marketing, research and development, corporate strategy and business planning.

Most recently, he headed marketing for EMEA and Asia Pacific for BMC Software, covering all aspects of inbound and outbound marketing. During his 13 years at BMC, Priestley held a number of roles, including global corporate strategist, solution director and also director of Product Management.

Prior to BMC, Priestley served as a lead consultant at Candle (acquired by IBM) for its enterprise systems management product line. He also held a number of technology roles at British Gas (Centrica) and Philips Electronics, working with large-scale business systems.

Priestley has spent time on the board of the NCH byte night charity, which raises money to make a difference in the lives of vulnerable young people in the United Kingdom.

Priestley holds a Bachelor of Science in computer science from Coventry University in the United Kingdom as well as a Business & Technology Education Council certificate in Management Studies.