



FRED/ BULLOCK
Vice President, Marketing Personal Systems Group – Americas
Desktop Organization

HEWLETT-PACKARD COMPANY

Fred Bullock leads the PSG Americas Marketing organization, which encompasses the U.S., Canada and Latin America. In this role, Bullock is responsible for delivering a cohesive marketing strategy across our personal computing solutions for commercial and consumer customers. Bullock also oversees the execution of this strategy across all the markets in which we compete, and in support of our existing and emerging selling motions.

Bullock has more than 25 years experience in some of the most innovative market-making companies where he held leadership roles in marketing, business development and business management.

With extensive global experience in successfully marketing convergence products and services including PCs, printers, wireless devices, web-based services and security products, Bullock has expertise in marketing to both consumer and commercial customers.

Bullock joined HP in 2008 in his current position. Prior to joining HP, he served as Vice President of Global Marketing at Nokia where he also served on the Global Brand and Marketing boards. He has also held executive leadership roles in large corporations and start-up companies, including Apple, Altavista/Yahoo!, Firefly Mobile, Alchemedia Technologies and Net Prospect.

Bullock studied computer science at Imperial College London and completed executive MBA studies at INSEAD in France.