



COLIN AKERS
Director
Global Proactive Services, Technology Services

HEWLETT-PACKARD COMPANY

Colin Akers is the global director for HP's Proactive Services portfolio. In this role, Akers and his team are responsible for the evolution and growth of HP Technology Services' support business.

The Proactive Services offerings enable customers to maximize their IT performance, which underpins their business success and increases return on their IT investment. These results are achieved through the creation of flexible, scalable and customizable support services and strengthened by rigorous global delivery standards that deliver an exceptional experience with industry leading customer satisfaction levels.

Prior to his current role, Akers served as global director for HP's Mission Critical delivery program, establishing key metrics for the business, driving increased global consistency, improving efficiency and enhancing customer satisfaction. Prior to his global roles, Akers led the Mission Critical and Integrated Support business development in Australia, and then in the Asia Pacific Region.

Akers has a wealth of experience in the IT industry gained through his time at HP and other industry vendors and technology companies. He holds a master's degree in business management from RMIT.