



HP Names Stephen DiFranco as Vice President and General Manager, Solution Partners Organization – Americas

PALO ALTO, Calif., March 5, 2010 – HP today announced that it has appointed Stephen DiFranco to serve as vice president and general manager of the Solution Partners Organization (SPO) – Americas, effective immediately.

DiFranco will oversee all aspects of channel sales, marketing and account management for the HP Client Computing and Printing businesses, focusing on driving continued growth for HP partners throughout Canada, the United States and Latin America. He will also oversee HP's flagship PartnerONE program.

"Stephen brings a wealth of industry experience and know-how that will complement HP's industry-leading channel organization," said Stephen DeWitt, senior vice president and general manager, Personal Systems Group, Americas. "HP has been developing aggressive growth initiatives across key customer segments that – in order to be successful – will require tight alignment and collaboration across HP's partner network. Stephen's leadership and creative approach to business will be instrumental in activating these initiatives and driving the strong results we've come to expect from the world's most successful partner community. We're very excited to have him on board."

DiFranco has more than 23 years of channel experience and joins HP from Lenovo, where he served as vice president of consumer and commercial channels, managing the company's channel business in the United States and Canada.

Prior to Lenovo, DiFranco served as corporate vice president of worldwide consumer sales and marketing at Advanced Micro Devices (AMD). He also served as vice president of corporate marketing at Maxtor Corporation, where he oversaw channel development and corporate branding initiatives.

DiFranco graduated from Montclair State University with degrees in Speech, Theatre, and Broadcasting. In addition to numerous speaking engagements, DiFranco has published a number of papers including "Creating a Marketing Ruler," "Five Degrees of Channel Separation," and "The War is in the Store...How to Create Brands in Retail."

For additional information and images, please visit <http://hp.com/go/hpchannelnews>. Follow us on Twitter at [@HP_US_Channel](https://twitter.com/HP_US_Channel).

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