



## EJ Bodnar

Director, Worldwide Portfolio Marketing  
Technology Services  
Hewlett-Packard Company

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Emery John ("EJ") Bodnar is worldwide director of Portfolio Marketing for HP's Technology Services (TS) business. In this role, Bodnar manages the global portfolio marketing team responsible for the HP TS Consulting and Support business.

Prior to his current role, Bodnar was director of Worldwide Marketing Campaigns and Communications for HP TS, where he was responsible for worldwide marketing and demand-generation campaigns as well as marketing communications and social media. Before that, Bodnar was the director of Worldwide Marketing for Enterprise Storage and Servers, with responsibility for a global team creating worldwide demand-generation and marketing campaigns. In addition to his worldwide marketing roles, Bodnar was director of Marketing for the Americas Technology Solutions Group.

Bodnar and his global teams have been recognized for outstanding results and industry achievements including winning *BtoB Magazine's* Industry Award for Best Viral Video and ITSMA's Gold Award. Additionally, Bodnar's team was awarded the HP 2010 Best in Show CIRCLE Award for Best Integrated Marketing Campaign and Best Results.

Prior to joining HP, Bodnar spent 10 years with NCR Corporation, holding a number of senior positions in Sales, Business Development and International Marketing.

Bodnar holds an MBA from the Kellogg Graduate School of Management from Northwestern University, graduating with honors in International Business and Marketing.

