



James Jackson

Vice President, Marketing Strategy and GTM
HP Enterprise Servers, Storage and Networking
Hewlett-Packard Company

James Jackson is vice president of marketing strategy and go-to-market for Enterprise Servers, Storage and Networking (ESSN) Marketing.

He is responsible for driving a consistent end-to-end message, customer experience and optimized marketing mix, and for ensuring delivery of the full power and reach of ESSN's marketing assets across all announcements, NPIs and partner activities. His team also manages ESSN's presence at targeted major events and industry forums.

He works closely with region and business units to build and execute against one unified ESSN marketing roadmap to drive HP's Converged Infrastructure message and differentiation in the market place.

With more than 20 years in the technology industry, Jackson has held numerous marketing strategy, branding, product and solutions positioning, and industry/vertical roles. Prior to his current position, Jackson was vice president of marketing and solutions for the Infrastructure Software and Blades organization. Before that, he was vice president of marketing and operations for HP's Business Critical Systems division.

Jackson holds a bachelor of arts degree from Muskingum College and a master of business administration from Miami University.

