



Rich Geraffo

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Rich Geraffo is senior vice president and managing director for HP's Americas Region and for the Enterprise Business Group in the Americas. He is responsible for leading all aspects of HP's Enterprise Sales across the U.S., Canada, Latin America and the Caribbean, and for driving profitable revenue growth and customer satisfaction. Additionally, Geraffo chairs the Americas leadership team responsible for managing cross-business group strategies and developing partnerships with key HP stakeholders.

Prior to joining HP, Geraffo was vice president and general manager of the Americas region for VMware, Inc., where he drove business and operations, and was responsible for sales, professional services, systems engineering, channels, marketing and field operations.

Previously, Geraffo was executive vice president of worldwide sales and services and an officer of BEA Systems, Inc. He also served as senior vice president of Americas Software Sales at BEA. He began his career in the IT industry with IBM where he held a variety of sales leadership positions over a 15 year period, ultimately taking on the role as vice president Software Sales for the Americas region. Geraffo also worked as a financial consultant at Merrill Lynch & Co., Inc.

Geraffo holds a bachelor's degree in Accounting from William Paterson University, a master's degree in business administration, Finance, from Farleigh Dickinson University, and is a graduate of the Stanford Executive Program.

