



Bethany Mayer

Senior Vice President and General Manager,
Networking
Hewlett-Packard Company

Bethany Mayer is senior vice president and general manager of the HP Networking business. In this role, she oversees the group's worldwide operations, with a focus on expanding its position as a leading networking supplier in the market.

Mayer brings more than 25 years of experience in leading product management, marketing communications, operations and engineering from start-up companies to Fortune 500 corporations.

Mayer joined HP from Blue Coat, where she was senior vice president, worldwide marketing and corporate development. Her responsibilities encompassed marketing communications, demand creation, analyst and press relations, product strategy, and channel/product marketing. While at Blue Coat, Mayer's marketing leadership moved the company to market share leader in Secure Web Gateway and WAN Optimization markets. She also directed key marketing programs successfully supporting Blue Coat's revenue growth of more than 300 percent during her three-year tenure.

Prior to Blue Coat, Mayer served as chief marketing officer with Mirapoint Incorporated in the email and email security market. She has held executive marketing positions at JDSU, Vernier Networks in the network security market and Skystream Networks (now Ericsson) in the video and CDN market. Earlier in her career, Mayer held positions in product marketing, new product development and operations at Cisco Systems, Apple and Lockheed Martin Corporation.

Mayer holds a bachelor of science in political science from Santa Clara University and an MBA from California State University, Monterey Bay.

