



Frank Rauch

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Frank Rauch is vice president of Enterprise Business (EB) Sales for the Solutions Partner Organization – Americas at HP. In this role, he is responsible for managing the EB partner specialist sales force, major and selected national accounts, and enterprise distribution sales.

Prior to this role, Rauch held a senior sales strategy position for EB Americas. His key areas of responsibility were sales investment, competitive attack, acquisitions and improving attach, growth and win rates. Rauch also has served as vice president for EB in the mid-Atlantic and Southeast areas.

Previously, Rauch was North Atlantic director of Commercial and Enterprise Sales for Compaq Computer Corporation. After joining Compaq in 1988, he served in many sales and managerial capacities, including global account manager, pharmaceutical team leader, enterprise sales manager and director of major accounts. Prior to Compaq, Rauch held various channels marketing, staff and account management positions with IBM.

Rauch holds degrees in marketing and computer systems management from Drexel University in Philadelphia.

