



Executive Biography

Brian Cook

Vice President and General Manager, Travel and Transportation,
Enterprise Services
Hewlett-Packard Company



Brian Cook is vice president and general manager for the Travel and Transportation group within HP Enterprise Services. In this role, he supports the company's strategy of aligning HP's industry expertise with its clients' business priorities. This includes setting strategy for the Travel and Transportation group, enhancing the technology portfolio, providing executive leadership and vision, overseeing client relationships, and developing and retaining talent—all while bringing clients the full strength of HP's capabilities.

Cook has worked with some of the most significant organizations in the market. He has worked in technology, operations and profit and loss management, with responsibility for strategy, solutions management, implementation, product development and sales.

Prior to joining HP, Cook was president and head of the Airline Solutions division of SITA Inc. U.S.A., responsible for all aspects of the passenger services and solutions business. Previous to that, he was a key member of the management team that established a dynamic and innovative approach to creating the first permanent global airline alliance, personally responsible for developing the frameworks that included the organizational design, structure, governance, delivery and development processes.

Cook has more than 25 years of experience developing world-class transportation industry services and solutions, managing large-scale transformation programs, and supporting transportation enterprise operations.