



Executive Biography

Matthew Morgan

Vice President, Worldwide Product Marketing, Application Delivery Management, HP Software
Hewlett-Packard



Matthew Morgan is vice president of Product Marketing for the Application Delivery Management (ADM) group within HP Software. In this role, he is focused on three areas: Application Life Cycle and Quality Management, Application Development and Testing, and Enterprise Mobility. He leads the global marketing organization responsible for HP Software's portfolio of solutions designed to help the Global 5000 build, deploy and manage software applications across mobile, cloud and hybrid IT environments.

Morgan has 20 years of experience in the internet and IT business software application industry. In his time at HP Software, he has held multiple executive positions, including leading the product marketing organization that delivered the global launch of the popular HP Application Lifecycle Management suite on both Software-as-a-Service (SaaS) and on-premises configurations.

His tenure includes 10 years at Mercury Interactive, where he led worldwide product marketing for the \$1 billion quality-management product line. At Mercury, Morgan was instrumental in commercializing many new products, including QuickTest Professional, Business Process Testing and Quality Center. Morgan also served for four years as the chief marketing officer of Blueprint, a provider of cloud-based requirements management solutions.

Morgan holds a bachelor's degree in computer science from the University of South Alabama.