



Executive Biography

Kevin Karcher

Director, Product Marketing, Infrastructure Technology
Outsourcing, Enterprise Services
Hewlett-Packard Company



Kevin Karcher is director of Product Marketing for the Infrastructure Technology Outsourcing (ITO) organization within HP Enterprise Services. Karcher and his staff develop the vision, strategy and programs to package and promote ITO security, networking, data center and workplace offerings. Additionally, Karcher has oversight of ITO sales education, marketing communications, demand creation and sales opportunity support.

Prior to his current role, Karcher was manager of Product Marketing for the Workplace Services portfolio, HP Enterprise Services' top revenue producer and a global industry leader.

Karcher has worked for HP since December 2000, when he joined Electronic Data Services (EDS) as regional sales vice president of the Financial Services Industry. He then led the Workplace Portfolio Organization's multiyear program office and global deployment processes for EDS standard desktop service solutions.

Prior to working for EDS, Karcher was vice president of Sales at Applied Digital Data Systems, an NCR subsidiary. He assisted in the divestiture of that division, becoming vice president of Marketing for the newly created Sun River Data Systems. He then returned to NCR as a regional sales director.

Karcher began his career at NCR as a sales representative and worked to become national marketing director at NCR's Dayton headquarters. He was then promoted to the role of vice president of U.S. Marketing for the Financial Systems division.

Karcher holds a Bachelor of Science in Business Administration and an Associates in Computer Science from Southeast Missouri State University.