



Executive Biography

Bethany Mayer

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



Bethany Mayer is the senior vice president and general manager of the HP Networking business unit, which has grown 15 consecutive quarters and delivers \$2.5B in annual revenue for HP. In this role, she oversees the group's worldwide business operations, with a focus on expanding HP's position as a leader in the networking market. Most notably, Bethany drove HP to introduce the industry's first complete software-defined network (SDN) solution, leading the networking industry in a paradigm shift. She has also successfully maintained HP's market share leadership in China.

Within HP, Bethany's management style has increased employee engagement and understanding of strategic direction, and also improved professional development opportunities. She initiated the first HP-sponsored CIO/CTO forum aimed at women in technology and has sponsored various other leadership summits for future technology leaders. Prior to her role in HP Networking, Bethany was responsible for worldwide marketing and alliances for HP Enterprise Group.

Bethany brings more than 25 years of experience in leading product management, marketing communications, operations and engineering from start-up companies to Fortune 500 corporations. Bethany joined HP from Blue Coat, where she was senior vice president, worldwide marketing and corporate development. While at Blue Coat, Bethany's marketing leadership moved the company to market share leader in Secure Web Gateway and WAN Optimization markets, which drove Blue Coat's revenue growth of more than 300% during her three-year tenure. She was also responsible for the acquisition of Packeteer Inc.

Prior to Blue Coat, Bethany held executive positions at Mirapoint, JDSU, Vernier Networks and Skystream Networks (now Ericsson), as well as various management positions at Cisco. Earlier in her career, Bethany held positions at Apple and Lockheed Martin Corporation.

Bethany holds a bachelor of science from Santa Clara University and an MBA from California State University, Monterey Bay. Bethany was named one of the 50 Most Powerful People in Enterprise Tech by Business Insider, and won the Stevie Gold Award for Female Executive of the Year for 2012. She was also recognized as one of the Top Women of Influence in Silicon Valley in 2008.