



Executive Biography

Bethany Mayer

Senior Vice President and General Manager, Network Functions
Virtualization Business
Hewlett-Packard Company



Bethany Mayer is senior vice president and general manager of the Network Functions Virtualization (NFV) business within HP. In this role, Mayer will lead the companywide NFV initiative, partnering with leadership from the Enterprise Group, Enterprise Services, Software and HP Cloud to deliver an integrated NFV solution.

Prior to this role, Mayer was the senior vice president and general manager of the HP Networking business unit where she led the group's worldwide business operations, with a focus on expanding HP's position as a leader in the networking market.

Under Mayer's leadership, the business unit grew 17 consecutive quarters and accounts for \$2.5 billion in annual revenue and No. 2 market share position. Among her accomplishments, Mayer drove HP to introduce the industry's first complete software-defined network (SDN) product portfolio and partner ecosystem, leading the networking industry in a paradigm shift. She also successfully grew HP's market share leadership in China.

Mayer brings more than 25 years of experience in leading product management, marketing communications, operations and engineering at Fortune 500 corporations such as Cisco, Apple, Blue Coat and start-up companies. Prior to her role in HP Networking, she was responsible for worldwide marketing and alliances for the HP Enterprise Group.

Accreditations include: 2014 Women in Manufacturing STEP Awards honoree; 2013 Watermark Women Who Have Made Their Mark Award winner; 50 Most Powerful People in Enterprise Tech by Business Insider; 2012 Stevie Gold Award for Female Executive of the Year; 2008 Top Women of Influence in Silicon Valley.

Mayer holds a Bachelor of Science from Santa Clara University and an MBA from California State University, Monterey Bay.