



Executive Biography

Bobby Patrick

Chief of Cloud Marketing, HP Cloud
Hewlett-Packard Company



Bobby Patrick is Chief of Cloud Marketing for the Hewlett Packard Company. Bobby is responsible for worldwide community adoption and customer growth for HP Helion, HP's public, private and hybrid cloud solutions, in addition to leading HP's overall commitment to open source software.

Prior to HP, Bobby was Executive Vice President and CMO of Basho Technologies. Under Bobby's direction, Basho emerged as a leader in the hotly contested NoSQL database market capturing Fortune 100 leaders, such as Apple, Cisco, Comcast, GE, State Farm and Turner Broadcasting and fast growing companies, such as Facebook and Square, in less than two years. Basho was recognized as the 40th fastest growing software company worldwide in the 2013 Inc500.

Prior to joining Basho, Bobby was SVP and CMO for GXS (acquired by OpenText) where he transformed a former General Electric business unit into an innovative, on-demand integration services provider, creating new growth engines and reversing over a decade of company revenue decline. Early at GXS, Bobby created and led the development of GXS Trading Grid, which rapidly became the world's largest data integration cloud.

Before GXS, Bobby was CMO at Digex, acquired by Verizon, where he pioneered the managed hosting concept. Bobby was responsible for initiating and securing a \$100 million strategic investment from Microsoft and Compaq. During Bobby's tenure at Digex, its managed hosting business expanded from nearly \$2 million to over \$220 million.

Bobby worked as a senior consultant for Accenture following five years at the FBI, which he started employment at the age of 16. Bobby earned his BS in Management Information Systems and Decision Sciences from George Mason University while working full-time as a computer specialist for the FBI.

Bobby and his wife, Ellen, live in Alexandria, VA with their two daughters, Katie and Annie.