



## Executive Biography

### **Chris Selland**

Vice President, Marketing, Vertica  
Hewlett-Packard Company

---



Chris Selland is vice president of Marketing for HP Vertica. In this role, he leads global marketing for the HP Vertica Analytics platform.

Selland has more than 20 years of experience in online, search and inbound marketing programs. He also has led strategic alliance and corporate development initiatives for entrepreneurial, high-growth companies.

Selland is an established thought leader, speaker and author on customer strategy-related topics, including social media analytics and marketing, customer relationship management, customer analytics, metrics and loyalty.

Earlier in his career, Selland was vice president of CRM and Internet Research at the Yankee Group, and later he founded Reservoir Partners, a customer strategy research firm that merged with Aberdeen Group.

He received a bachelor's degree in operations research and industrial engineering from Cornell University and a master's degree in business administration in international business and economics from the New York University Stern School of Business.