



Frank Rauch

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Frank Rauch is vice president and general manager of Channel Sales in the Enterprise Servers, Storage and Networking organization in the Americas at HP. He is responsible for managing the channel partner specialist sales force, national partners, and enterprise and commercial distribution.

Rauch has been awarded Channel Chief, Channel Maverick and named in the top 100 Channel Executives by *CRN/Everything Channel*, while his team has won more than 30 channel awards. He previously held a senior sales strategy position for the Americas Technology Solution Group at HP, with responsibility for sales investment, competitive attack, mergers and acquisitions, and improving attach, growth and win rates. Prior to that, Rauch was vice president of the Technology Solutions Group for the Mid-Atlantic and Southeast areas at HP.

Rauch was North Atlantic director of Commercial and Enterprise Sales at Compaq Computer Corp. prior to its merger with HP. After joining Compaq in 1988, he served in many sales and managerial positions. Prior to Compaq, Rauch held various channels marketing, staff and account management positions with IBM.

Rauch is a graduate of Drexel University and holds degrees in marketing and computer systems management. He is involved in the Philadelphia Flyers Charities.



