



### Executive Biography

## Geneva Murphy

Vice President, Product and Partner Marketing  
HP Software  
Hewlett-Packard Company

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Geneva is the Vice President of Product and Partner Marketing for the Application Delivery Management business unit within HP Software. As part of this role, Geneva leads a team of product marketers, business development leaders and technical enablement specialists who are responsible for creating market awareness for HP Software's Application Delivery Management offerings including HP Quality Center, ALM, LoadRunner, Performance Center, Service and Network Virtualization and our next gen agile, mobile and dev ops solutions. Current responsibilities include marketing strategy encompassing demand gen, content creation, digital presence, pipeline generation, social and channel alignment.

Prior to this, Geneva was Director of Product Management for the Mobile and Analytics Products Unit in HP Software. In this role, Geneva was responsible for leading a team of product managers who were focused on working with customers and partners in order to deliver winning solutions to the market that help customers deal with the changes brought about by trends such as BYOD, the need to develop collaborative mobile apps, and the growing need to enhance IT performance. Geneva also led a pan-HP Software team of UX and UI experts focused on reinvigorating HPSW's end-to-end approach to design and user experience.

Geneva has a BSc in Business IT and a PhD in New Technology Adoption.