



## Executive Biography

### Jeff Carlat

Director, Marketing, Industry Standard Servers and Software  
Hewlett-Packard Company

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Jeff Carlat is director of Marketing, focused on Insight Management software and partner software for Industry Standard Servers and Software in the Enterprise Storage and Servers and Networking organization at HP.

Carlat and his team are accountable for the software business aligned with HP Industry Standard Servers and are chartered with building and delivering high-value, innovative products including comprehensive infrastructure life cycle products such as Insight Management software. Carlat and his team also deliver innovation through key partnership integration as well as comprehensive solutions including internally developed IP focused on technologies spanning the operating system, virtualization layer and infrastructure management.

Previously, Carlat formed and led the Industry Standard Servers Software team at HP, which focused on developing innovative platform management as well as improvement of go-to-market processes. He has been with HP, and previously Compaq, for 14 years, serving in various positions, including platform product marketing and business operations for both servers and storage. Prior to Compaq, Carlat spent seven years at Abbott Laboratories in a variety of engineering, planning and quality functions as well as two years with Texas Instruments as a quality engineer.

Carlat holds a Bachelor of Science in mechanical engineering and a Master of Business Administration in engineering management.