



Executive Biography

Jeff Edlund

Chief Technology Officer, Communications Media & Solutions,
Enterprise Services
Hewlett-Packard Company



Jeff Edlund is chief technology officer of the Communications Media and Solutions (CMS) organization within HP Enterprise Services. In this role, Edlund provides thought leadership focused on innovation and the innovation process, as well as HP Labs' research and its application to solving customer problems.

HP's CMS business provides services and software-rich solutions to communications and media companies, combining HP services and specialized IP, software and relevant industry assets. These innovative CMS solutions are the driving force behind many of the communications and media industries' leading players.

Previously Edlund served as chief technologist of HP's Communications, Media and Entertainment field sales organization, assigned to HP's customer Sprint. His HP assignment to Sprint spanned the 1990s, when he was a core member and technical team leader of the Telecom Practice, both at Compaq and Tandem.

Edlund serves on the board of directors of [Alliance for Telecommunications Industry Solutions](#) (ATIS) and is ATIS Landscape Team co-chair, exploring and defining mobile to mobile (M2M), SmartGrid and Connected Car opportunity in the Communications Industry.

In 2011, Edlund was named a fellow of the [Society for New Communications Research](#), a global, non-profit organization dedicated to the advanced study of the latest developments in new media and communications, and effects on traditional media and business models, communications, culture and society.