



Executive Biography

Jeff Groudan

Worldwide Director, Thin Client Product Management
Hewlett-Packard Company



Jeff Groudan is worldwide director of Thin Client Product Management at HP. He is responsible for the development and growth of HP's desktop and mobile Thin Client solutions, including accelerating growth in emerging thin client virtualization markets.

In his current role, Groudan uses customer, technology and market trend data to build portfolio and business strategies that accelerate profitable growth in thin computing virtualization markets, as well as position HP strategically for the future. Through the development of compelling technology differentiation and global marketing plans, Groudan and his team ensure effective communication strategies to effectively reach HP customers and audiences through the most relevant and efficient marketing communication vehicles.

Groudan has been with HP for 19 years. Prior to his leadership of HP Thin Client, Groudan held executive marketing positions for Compaq Commercial Portable Marketing and HP Commercial Desktop Marketing.

Groudan holds a bachelor's of science degree in electrical engineering from the University of Virginia, and a master's degree in business administration from Duke University's Fuqua School of Business.