



Executive Biography

Jennifer Ellard

Director, Network Security Product Marketing,
Enterprise Software Products Group
Hewlett-Packard Company



Jennifer Ellard is director of Network Security Product Marketing at HP Enterprise Security Products, where she focuses on end-to-end product marketing for the HP TippingPoint network security product line. In the role, she manages a team who executes go-to-market strategy, including awareness, demand generation and sales enablement.

Previously, Ellard was at Symantec for seven years where she led product marketing groups, including mobile security software, Windows- and Linux-based storage and availability software, network-attached storage appliances and data loss prevention software. Her focus has been around bringing products to market from early buyer education to training sales and channel teams.

Ellard holds a bachelor's degree in Marketing from University of Alabama in Huntsville and a Masters in Business Administration from Santa Clara University.