



Jennifer Lake

Security Product Marketing Manager, HP DV Labs
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Jennifer Lake is product marketing manager for HP DV Labs within the Networking business unit at HP. She is responsible for developing key sales and marketing messages that demonstrate competitive advantage and industry leadership.

Lake has more than 11 years of experience in enterprise security communications and marketing. Previously, Lake was worldwide manager of media and analyst relations for HP TippingPoint, where she helped communicate the integration of TippingPoint security products into the HP Networking portfolio.

Prior to HP, Lake worked as the marketing communications manager for TippingPoint, where she was responsible for media and analyst relations as well as the customer reference program. Before TippingPoint, she worked as a public relations manager and security specialist for Lois Paul & Partners, a public relations agency specializing in enterprise technology.

Lake holds a Bachelor of Science from Grand Valley State University.