



## Ken Archer

Vice President, Americas Channels and Alliances,  
Technology Services, Enterprise Business  
Hewlett-Packard Company

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Ken Archer is vice president of Channels and Alliances – Americas for the Technology Services organization at HP. In this role, Archer is responsible for executing the multichannel go-to-market strategy of Technology Services. He provides leadership and strategic direction, and develops and executes channel strategies and programs.

Archer is committed to demonstrating how Technology Services and its offerings help partners gain valuable additional capabilities, establish a differentiated value proposition with their customers, and improve their financial health.

Archer has more than 30 years of channel sales and management experience in the technology sector. Archer left HP in 2005 to become the vice president of North America Channel for Avaya, a leader in the telecommunication industry. He had previously spent 24 years working in various channel leadership roles within HP's partner organization, including vice president of the direct response channel and vice president of the value-added reseller organization.

During his tenure at Avaya, Archer was credited with transforming its go-to-market strategy and making the channel a growth engine for the company. Archer was recognized by CRN in 2007 as one of the most strategic and influential channel executives in the telecommunication industry. He then became the chief executive officer of one of Avaya's largest channel partners, where he spearheaded the company's growth and acquisition strategy.

Archer has a Bachelor of Science degree in Marketing from West Chester University, an Executive Master of Business Administration from Fairleigh Dickinson University and an International Business Degree from Fairleigh Dickinson University/Wroxton College in the UK.

