



Executive Biography

Lynn Anderson

Senior Vice President, Demand Generation and Channel Marketing
Hewlett-Packard Company



Lynn Anderson is senior vice president of Demand Generation and Channel Marketing for HP. In this role, she is focused on driving demand generation for HP and on setting the pan-HP direction for channel marketing. She also oversees marketing strategy and operations, and is managing the transformation of marketing.

Prior to her current role, Anderson was senior vice president and chief of staff, HP Communications. Anderson led global media relations and industry analyst relations for HP's business groups, including the Enterprise Group, Printing and Personal Systems, HP Software and Enterprise Services.

Previously, Anderson was vice president and acting chief communication officer, reporting to HP president and chief executive officer, Meg Whitman, where she was responsible for leading global media relations, internal and external communications, and industry analyst relations across HP. Also as vice president, she led influencer marketing for the Enterprise Business Group, where she drove integrated worldwide influencer communications to position HP as the leader in the enterprise and mid-market segments.

Anderson also has served as senior director of Marketing and Alliances at HP Canada, and was a member of the HP Canadian Leadership Team. Additionally, she managed Corporate Marketing, including HP's efforts to promote corporate social responsibility.

Anderson joined HP in 1983 as a systems engineer, and has held a number of executive roles in both technical and communication capacities.

Anderson holds a Bachelor of Science degree in Computer Science from Acadia University in Nova Scotia, Canada.