



## Pamela P. Lach

Director, Marketing, HP Technology Services  
HP Enterprise Business  
Hewlett-Packard Company

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Pamela P. Lach is the director of Marketing for HP Technology Services. In this role, she is responsible for demand generation, sales enablement, events and communication for the direct and channel business.

Americas Technology Services is a \$4 billion business providing Information Technology support and consulting. Lach's leadership is critical for effective collaboration and interlock across HP's Enterprise Business, channel partners and customer segments. She has more than 25 years of experience in information technology sales, business development and marketing. Lach has held various management positions in product and partner sales, global account management, business development, application outsourcing, services and solutions marketing.

Prior to her current position, Lach has led strategic initiatives including HP and Compaq services marketing integration and acquisition team marketing leadership.

Lach is a graduate of the Pennsylvania State University. She is an active motivational speaker and presents at universities and corporate functions.

