



## Executive Biography

### **Patrick Eitenbichler**

Director, Marketing, PartnerOne Strategy, Enterprise Group  
Hewlett-Packard Company

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Patrick Eitenbichler is worldwide director of Marketing for PartnerOne Strategy within HP's Enterprise Group. In this role, Eitenbichler is responsible for HP's partner program strategy targeting solution providers, resellers, distributors, service providers, system integrators and software developers.

Previously, Eitenbichler was director of Marketing for HP ExpertOne learning and certification in the Americas. Eitenbichler was accountable for increasing sales and technical skills of channel partner sales and presales teams.

Before joining HP's Enterprise Group, he was director of Marketing in HP Software, HP Converged Infrastructure, HP Storage, and HP PartnerOne with responsibility for worldwide product management, region enablement, go-to-market strategy, messaging and channel programs/promotions.

With more than 20 years of experience in the high-tech industry, Eitenbichler has held a broad range of marketing, supply chain, and service and support positions. He has broad experience spanning product management of hardware and software products, customer support, channel marketing, marketing communications, and business development in HP Americas' field organization.

Eitenbichler holds a bachelor's degree from Southwestern University in Georgetown, Texas, and a master's degree from Regis University in Denver, Colo.