



Stephen DiFranco

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Stephen DiFranco is vice president and general manager of the Solution Partners Organization – Americas at HP, for which he oversees all aspects of sales, marketing and account management with the channel. This includes all partnerships for HP's Client Computing and printing businesses, as well as the PartnerONE partner program, which drive continued growth for HP partners throughout the United States, Canada and Latin America.

Based in Cupertino, Calif., the 20-plus year channel veteran oversees all HP channel activities in the Americas, focusing on developing programs and tools within HP PartnerONE that allow partners to sell across the broad HP portfolio and grow their businesses in key vertical markets such as health care and public sector.

Prior to HP, DiFranco served as vice president of consumer and commercial channels for North America at Lenovo, a role for which he managed the company's channel business in the United States and Canada. He also previously served as corporate vice president of consumer sales and marketing at Advanced Micro Devices. DiFranco has held leadership positions at Maxtor Corporation, WebGain Inc., and Iomega's professional products and business division, as well as a variety of senior marketing positions in the consumer, industrial and professional divisions at Sony Electronics.

DiFranco graduated from Montclair State University with degrees in speech, theatre and broadcasting. He speaks frequently at industry events and has published a number of papers, including "Creating a Marketing Ruler," "Five Degrees of Channel Separation" and "The War is in the Store ... How to Create Brands in Retail."

