



Steve Erdman

Vice President and General Manager
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Steve Erdman is vice president and general manager of channels and alliances, Americas, in the HP Software business at HP. In this role, he is responsible for leading the HP alliances and partner teams and developing the HP Software partner strategy across the United States, Canada, Latin America and the Caribbean.

Erdman has 24 years of international and domestic experience in building and developing high-performance customer-facing teams that deliver profitable revenue growth through channel partners, alliances and direct sales. He brings comprehensive general management, channel strategy, routes-to-market and implementation experience through his extensive work with all partner types. These include global system integrators, solution partners, managed services partners, national resellers, distributors, retail, and original equipment manufacturers in the software, hardware and services sectors.

Erdman joined HP from broadband firm Xiocom Wireless, where he was president and chief operations officer. His responsibilities encompassed all market-facing company development and day-to-day operations. Under his leadership, Xiocom moved from a global startup to an industry-leading provider of broadband sales and services with deployments across Asia, Africa and the Americas.

Prior to Xiocom, Erdman was vice president and general manager of Global Channels at Novell, where he was responsible for the partner ecosystem and global routes to market strategy. He has held senior executive sales and general management roles at Dell, 3Com and IBM.

Erdman holds a Bachelor of Business Administration in finance from the University of Georgia – Terry College of Business.

