



# Executive Biography

## Satjiv S. Chahil



Satjiv S. Chahil is senior vice president of Global Marketing for HP's Personal Systems Group. In addition, Chahil is responsible for Hewlett-Packard Co's global marketing efforts to small- and medium-size businesses.

In a career spanning more than 30 years with some of the industry's most innovative brands (IBM, Xerox, Apple, Palm), Chahil has been widely acknowledged as a marketing pioneer and a catalyst for commercializing market-defining technologies.

Before joining HP in 2005, Chahil served as advisor to the Chairman of Palm Inc. As chief marketing officer, he was responsible for taking Palm public, building its brand cachet and driving the new category of mobile computing.

Prior to Palm, Chahil served on Apple's Executive Management Committee and was responsible for Worldwide Marketing & Corporate Communications. He also was the founder and general manager of Apple's Entertainment Industry, New Media and Internet Division.

Chahil and his team drove the adoption of key technologies such as Firewire, CD-ROM and Quicktime, each of which became industry standards for creating and enjoying rich media experiences and helped make Apple a world leader in multimedia with strong ties to the creative communities in the publishing, advertising, film and music industries.

Previously, Chahil headed up both Apple's European and Pacific marketing organizations. Apple made headlines as the first foreign company to become the most preferred brand and the standard of innovation in Japan. His ground-breaking brand associations with the entertainment and automotive industries set new trends in high-tech marketing around the world.

In addition to his roles at IBM and Xerox Parc, where he was responsible for commercializing multilingual computing and marketing to large enterprise customers, he served as the Digital Convergence advisor to the senior management of Sony Corp. and helped bring to market the subnotebook category of VAIO computers. He also served as a Lifestyle and Merchandizing advisor to BMW headquarters.

Chahil earned a master's degree from the American (Thunderbird) Graduate School of International Management in Arizona and a bachelor's degree in commerce from Punjab University in Chandigarh, India.

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HP's Personal Systems Group includes PCs for consumers, gamers, business professionals and IT managers; technical workstations; digital TVs and entertainment systems; handheld computers; storage solutions and Internet services.

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