



Marge Breya

General Manager, HP Software
Hewlett-Packard Company

Marge Breya is general manager of HP Software. In this role, Breya is a member of the HP Software leadership team tasked with driving overall business strategy. She has responsibility for all aspects of the group's global marketing, including execution of go-to-market strategy and coordination of an integrated, worldwide program.

Breya brings 25 years of technology management experience to HP Software. Most recently she was executive vice president and general manager of both industry and line-of-business Solutions at SAP AG.

Prior to SAP, Breya was general manager of the primary product line businesses at Business Objects SA, including enterprise information management, core business intelligence and midmarket solutions. She also was the company's chief marketing officer, responsible for developing vision and strategy, establishing a brand value proposition and overseeing all global marketing and communications.

Prior to joining SAP via the Business Objects acquisition, Breya held a number of executive roles at technology giants, including BEA Systems and Sun Microsystems, among others.

Breya has served on the board of both the BEA and Business Objects Foundations, helping to form their mission and overseeing the distribution of funds. In addition, she sat on the public board of Document Sciences Corporation, which was acquired by EMC in 2008.

Breya received a bachelor's degree in electrical engineering from the University of Illinois and a master's degree in business administration from the University of Oregon.

