



Executive Biography



Susan Macke

Vice President of Marketing, Handheld Global Business Unit, Personal Systems Group

Hewlett-Packard Company

Susan Macke is vice president of marketing for the Handheld Global Business Unit in the Personal Systems Group at HP, responsible for driving innovation in devices, services and software worldwide, including product and service design and marketing, business development, marketing communications and operations.

Macke has more than 25 years of experience in technology, including sales, marketing and product development. Prior to HP, she was vice president of strategic marketing at Nokia, building the Enterprise Solutions EMEA sales and marketing team.

Before Nokia, Macke led the Smartphone Business Unit at Sendo, a U.K. mobile manufacturer that developed smartphones on both the Microsoft® Smartphone platform and Symbian/Series 60 platform.

She previously worked for Motorola for seven years, leading the software and electrical engineering teams on new product development for the global sales for wireless data devices.

Macke also worked at IBM for 11 years leading software development in operating systems and embedded software in PCs.

Macke holds degrees in computer science and operations research.

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