



### Nick van der Zweep

Director of Virtualization and Product Management, Infrastructure Software, Enterprise Storage and Servers

#### Hewlett-Packard Company

As director of Virtualization and Product Management for Infrastructure Software at HP, Nick van der Zweep has shaped a number of ground-breaking solutions for enterprises seeking to build a flexible IT infrastructure that can keep pace with rapid business change.

Van der Zweep, who led the development of the first-in-class HP Utility Data Center and HP Virtual Server Environment offerings, spearheads all virtualization efforts on behalf of the Technology Solutions Group at HP. He also is responsible for product management for HP Infrastructure Software, including HP Systems Insight Manager, the HP Virtual Server Environment and HP Storage Essentials and selected HP ProLiant and HP Integrity Essentials offerings.

Van der Zweep, who has experience in technology, sales and marketing, built the business case for usage-based pricing models and, in September 1999, led the introduction of Instant Capacity, another industry first. He subsequently led the introduction of several related initiatives, including the HP Pay-per-Use utility pricing program in 2001 and HP Temporary Instant Capacity in 2002.

From 1998 to 2001, van der Zweep led HP's IT Consolidation program from its inception to a business generating more than half a billion dollars annually. Today, it remains a leading strategic and revenue-generating solution for the Technology Solutions Group.

During his 20 years of technology experience, van der Zweep has focused on data center optimization and on making IT a strategic differentiator for companies. Prior to HP, he spent 10 years working as an IT architect and data center manager for the Great-West Life Assurance Company in Winnipeg, Manitoba, Canada.

He earned a bachelor's degree and a master's degree in computer science from the University of Manitoba in Canada.

Hewlett-Packard Company  
3000 Hanover Street  
Palo Alto, CA 94304  
[www.hp.com](http://www.hp.com)