



Jeff Womack

Director, Portfolio, Marketing and Alliances, HP Services

Hewlett-Packard Company

Jeff Womack is director of Portfolio, Marketing and Alliances for HP Services. He and his team lead the creation and execution of the business's portfolio, marketing and alliance partner strategies, portfolio governance, sales and delivery enablement, marketing communications as well as interlock with the HP and TSG portfolios.

With 20 years of experience, Womack was most recently the Worldwide Sales and Delivery Enablement leader for HP Services, where he was responsible for sales, pursuit and delivery kit packaging, integrated training plans, launch management and the customer reference and success program.

Prior to joining HP, Womack held various leadership positions at EDS, leading marketing and communications for consulting, alliances and global offshore labor units. He also led operations for a global consulting business unit composed of more than 4,000 professionals delivering application development, integration and packaged application services.

Womack has significant experience packaging and launching new service offerings and developing creative and effective campaigns that drive both internal and external awareness and success.

He holds a bachelor of science degree in industrial engineering from Texas Tech University.

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com