Rich Friedrich

Director, Open Innovation Office, HP Labs

Hewlett-Packard Company

Rich Friedrich heads the Open Innovation Office, which was established to deepen HP Labs' strategic collaborations with those in academia, government and the commercial sector. A global team supporting HP Labs around the world, the Open Innovation Office is charged with driving high-impact research results that meet HP and its partners' scientific and business objectives. In this role, Friedrich is responsible for identifying best-in-class technologies that complement the HP Labs research agenda.

Friedrich previously directed the Enterprise Systems and Software Lab (ESSL) at HP Labs. The ESSL research team focused on ambitious next-generation enterprise computing and management systems and on inventing distinctive utility computing mechanisms to provide IT infrastructure and enterprise services on demand.

Friedrich's accomplishments span his 20-plus-year career at HP. He led the system performance team that optimized the first commercial PA-RISC based systems in the mid-1980s and the first online transaction processor called, Reduced Instruction Set Computer (RISC), in the late 1980s. He also was responsible for the architecture and design of a large-scale, distributed measurement system for the Open Systems Foundation Distributed Computing Environment in the early 1990s.

More recently, he led the teams that invented WebQoS, the novel technology for providing predictable and stable performance for Internet-based applications, re-architected Linux for IA-64 and contributed key technologies to HP's Utility Data Center, OpenView automation products and StorageWorks data grid products. Friedrich's team also worked with DreamWorks to provide a remote 1,000-processor utility rendering service that was critical to the production of the feature films, *Shrek 2* and *Madagascar*.

Friedrich has participated on many scientific program committees, published extensively and is a co-inventor on 15 patents. He is a graduate of Northwestern University.

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2/2008