



### Tom LaRocca

Vice President, Marketing and Strategy, Solution Partners Organization – Americas

#### Hewlett-Packard Company

Tom LaRocca joined the Solutions Partner Organization at HP in 2004 and is responsible for the overall development of partner development and programs. He directs the efforts of the channel marketing, training/certification programs and the company's market-leading PartnerONE channel program.

Formerly, LaRocca was director of Program and Product Management for the Enterprise Storage and Server business unit in the Technology Solutions Group – Americas, where he was responsible for national demand generation and go-to-market activities across the business unit's product lines.

LaRocca has held various roles in marketing at HP, including director of Field Marketing, director of Marketing for Industry Standard Servers products with a focus on partner demand, and director of Business Operations for North America marketing for the Industry Standard Servers business unit.

LaRocca began his career with HP more than nine years ago in the worldwide PC Products Group, where he managed product marketing for the PC Options business.

Previously, LaRocca held similar positions with other PC-focused companies before joining Compaq in Houston.

Based in Houston, LaRocca graduated from the University of Texas with a Bachelor of Arts in financial management.

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