HP Drives Greater Channel Partner Collaboration and Support with Executive Connections Event

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PALO ALTO, Calif., Sept. 5, 2008 – HP announced the commencement of its official executive engagement strategy, Executive Connections, during an event with Tustin, Calif.-based HP solution provider STA, on Wednesday, Sept. 3, at the J. Paul Getty Museum in Los Angeles.

HP introduced the Executive Connections initiative in an effort to regularly connect HP channel partners and their customers with senior HP business unit executives and channel executives.

"Our continued investment in the channel extends well beyond our products, services and programs; we are personally invested," said Adrian Jones, vice president and general manager of the Solution Partners Organization – Americas, HP. "These meetings will allow our partner community to engage directly with our executive team, creating a meaningful dialogue about how to make the most of our relationship."

Along with Jones, Mark Hurd, chief executive officer and president of HP, and Tom LaRocca, vice president of marketing and strategy for the Solution Partners Organization – Americas at HP, attended the inaugural event, where they participated in a roundtable discussion with STA executives as well as chief investment officers and chief executive officers from 25 of STA's key customer companies. Following the roundtable discussion, HP executives spent an additional two hours meeting one-on-one with each of STA's invited guests to answer questions.

This is the first of several planned executive roundtables and one-on-one meetings that HP business unit and channel executives will conduct with HP partners during the next several months. The new Executive Connections events are part of HP's initiative to formalize its commitment to ensuring HP's channel partners and their customers have what they need from HP to succeed in today's competitive marketplace.

More information about the event, including photos and a podcast detailing partner and customer reaction, is available at www.hp.com/go/itstime.

About HP
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