Tad Bodeman

Director, Marketing, Thin Client Solutions, Personal Systems Group

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Tad Bodeman is director of marketing for the Thin Client Solutions organization at HP, which provides highly secure, easy-to-deploy and affordable alternatives to distributed PCs. The product family includes a flexible array of client-computing solutions, from thin clients to streaming and management software.

Bodeman's 12 years of experience at HP includes leading the HP client virtualization strategy, which spans thin clients, virtual desktop infrastructure (VDI) and a variety of software solutions, and managing worldwide customer requirements research.

Prior to his current position, Bodeman was responsible for leading the Virtual Client Solutions marketing team, which included BladePCs and VDI software and hardware.

Bodeman has held global marketing leadership positions at Compaq, AT&T and NCR, where he was responsible for new and existing large business development globally. His tenure at AT&T included working in Australia, where he was responsible for launching and growing AT&T's data network integration business in the South Pacific. Additionally, his career includes six years of enterprise computer sales and sales management experience.

Bodeman received his Bachelor of Science in business administration from the California State University at Long Beach.

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