



### Eric Croswhite

Worldwide Marketing Manager, Thin Clients, Desktop Solutions  
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#### Hewlett-Packard Company

Eric Croswhite is worldwide thin client product marketing manager for the Desktop Solutions Organization at HP. Croswhite and his team are responsible for defining and positioning HP Thin Clients that exceed customer expectations and align to global business unit objectives.

Croswhite has held a variety of positions in his 15 years at HP, including product marketing and business strategy roles in commercial desktops, workstations and thin clients. Through his marketing leadership, he created the small form factor business desktop product category, developed low-cost product strategies and led several initiatives in emerging markets and product transformation.

Prior to HP, Croswhite held product analyst positions with TE Electronics and Affiliated Computer Services.

Croswhite received his bachelor's degree from the University of Utah and his master's degree in business administration from Texas Christian University.

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