



TOM LAROCCA
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HEWLETT-PACKARD COMPANY

Tom LaRocca is vice president of Partner Development and Programs for the Solutions Partner Organization – Americas at HP. In this role, he directs the efforts of the channel marketing, training and certification programs and the company's market-leading PartnerONE channel program.

LaRocca previously was director of Program and Product Management for the Enterprise Storage and Server (ESS) business unit in the Americas, where he was responsible for national demand generation and go-to-market activities across the unit's product lines.

LaRocca began his career with HP more than nine years ago in the Worldwide PC Products organization. He managed product marketing for the PC Options business for three years before moving into North America marketing for the Industry Standard Servers business unit as director of Business Operations. LaRocca also has been director of Field Marketing and director of Marketing for Industry Standard Servers products, focused on partner demand.

Previously in his career, LaRocca held similar positions with other PC-focused companies, joining Compaq in Houston in 1995.

LaRocca earned a Bachelor of Arts in financial management from the University of Texas.