PAUL MULLER
Vice President, Strategic Marketing, Software Products, Software
HP Enterprise Business

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Paul Muller serves as vice president of strategic marketing for software products within the Software business at HP. Muller has responsibility for aligning marketing activities with those of the sales channel so customers receive focused, consistent and coherent messages.

Prior to this appointment, Muller was the sales director for HP Business Technology Optimization (BTO) Software in Asia Pacific, leading the sales team across the region and responsible for the development and execution of regional sales plans. He also worked very closely with the Enterprise Business Group to develop integrated strategies for the HP's Enterprise segment.

Prior to this role, Muller was the marketing director for HP Software – Asia Pacific, and also held the South Pacific role for HP Software, where he received the "Circle of Excellence" award for his marketing leadership in 2005. In this position, he also worked with the country leadership team to achieve the top position for market share in distributed management. He played an instrumental role in the development of some of HP's most significant software customer relationships.

An industry veteran with more than 15 years of experience in IT, Muller joined HP in 1998 and has held positions with the sales and market development teams. In his position as sales manager for the Enterprise and Commercial Software business, he was responsible for the development, management and execution of the sales plans for the Australian Enterprise software sales team. As Australasian Market Development Manager for HP OpenView, he was responsible for the execution of the sales plans for the Australasian OpenView business.

Prior to joining HP, Muller held several consulting positions including as a freelance IT consultant and a technical consultant with Unisys Australia.