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Subbu Iyer serves as senior director of products in the Application Lifecycle Management group, which is part of the Business Technology Optimization (BTO) unit of the Software organization at HP. Iyer is responsible for product management and marketing activities for the company's application life cycle management solutions and integrations across product lines.

Prior to joining HP, Iyer was vice president of Marketing and Business Development at OpenClovis, where he was responsible for worldwide product strategy, marketing and global partnerships. Previously, Iyer was a successful technology entrepreneur and also held marketing, sales and technical leadership positions at VERITAS Software, Oracle and several startups in the software industry.

Subbu holds an MBA from the Kellogg School of Management at Northwestern University.