



ANTON KNOLMAR  
Vice President, Worldwide Marketing, HP Software & Solutions  
HP Enterprise Business

HEWLETT-PACKARD COMPANY

Anton Knolmar began his career with HP in 1984 as a quality engineer. He moved into a marketing role in 1987 as a project manager for European sports marketing. Since then, he has held numerous marketing positions, including director of channels & marketing for EMEA, program manager for the worldwide installed base and business and channel developer for EMEA.

Since 2003, Knolmar managed EMEA's HP Software marketing group. In this role, he built and led a team of over 70 marketing product and program managers who created awareness and generated demand for software across all business units, with an eye toward enabling the sales force and channel partners. His team developed and implemented key marketing programs and concepts to drive the software business' growth and leadership. They achieved #1 marketshare in EMEA and conducted the most successful-to-date Software Universe & Communications World event in Barcelona.

Knolmar earned the HP European Achievers Club reward and received external honors for a direct-mail marketing campaign. He has a master's degree in computer science. He moved to the United States from Boeblingen, Germany, in 2009, and now lives in Los Gatos, California.