



ERIK FRIEBERG

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Erik Friberg is vice president of Marketing for the Business Technology Optimization (BTO) Operations Software organization at HP. In this role, he brings more than 20 years of industry experience in marketing, product management and corporate strategy functions to oversee marketing operations in the BTO portfolio.

Friberg has extensive domain knowledge in enterprise/internet infrastructure, operations software, software as a service (SaaS), application life cycle management (ALM), and service-oriented architecture (SOA).

Previously, Erik led products, business development and strategy at Borland. In this role, he led the transformation of Borland from a development tools company to a leading provider of ALM systems. He worked with sales to grow ALM sales by 168 percent and led the acquisition of three companies.

Prior to joining Borland, he led worldwide product marketing for BEA, including BEA WebLogic Platform, WebLogic Server and BEA Tuxedo. At BEA, he led the introduction of products such as WebLogic Platform 8.1, WebLogic Workshop and the BEA Workshop Controls & Extensibility program, as well as taking an active role in BEA's developer marketing activities. Prior to joining BEA, he was senior director of worldwide marketing at Escalate, a software vendor that provided multichannel commerce, order management and supply chain management applications to the consumer product and retail industries.

Prior to Escalate, Friberg held senior marketing and product marketing positions at Persistence Software, Netscape Communications and KIVA software. During this period, he pioneered application server technology and application middleware. He began his industry career with Oracle, where he was responsible for marketing financial and manufacturing applications.

Friberg holds a master's degree in management science from the Massachusetts Institute of Technology, and a bachelor's degree from Northwestern University.