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Kalyan Ramanathan is director of Business Service Management (BSM) for Software and Solutions in the Enterprise Business at HP, where he oversees all outbound marketing for BSM.

Over the last 16 years, Ramanathan has held a variety of product management and product marketing roles in the high-tech industry, most recently at Opsware, where he played an instrumental role in executing the strategy behind the company's automation solution.

Before joining HP, Ramanathan served as product marketing lead for IBM Tivoli's CMDB solution. Prior to IBM, he was director of Marketing for Collation (acquired by IBM in 2005) and an early member of the team that developed the first CMDB discovery solution.

Ramanathan holds an MBA from Stanford University.