MIKE BANIC
Vice President, Marketing
HP Networking

HEWLETT-PACKARD COMPANY

Mike Banic is vice president of Marketing for HP Networking. He is responsible for developing and executing HP Networking's strategic marketing plan, including the identification and definition of portfolio offerings, driving programs designed to enhance awareness, consideration and preference, and leading efforts focused on enhancing partner and customer loyalty.

Previously, Banic was vice president of Enterprise Marketing at Juniper Network. In his prior role as vice president of Marketing for the Ethernet Platforms Business Group, he led the go-to-market efforts for the EX switch business from market introduction to a the close of 2009.

Before joining Juniper, Banic was vice president of Corporate Marketing at Peribit Networks, where he led the company's corporate communications, product and channel marketing, web and e-marketing, and lead-generation programs. Peribit was acquired by Juniper in July 2005.

Prior to Peribit, Banic was vice president of Marketing at Trapeze Networks, a wireless network infrastructure manufacturer. He also served as director of Product Management at storage networking firm Rhapsody Networks, which was acquired by Brocade Communications in 2002.

Previous to his position at Rhapsody, Banic was product line manager at Extreme Networks, where he managed the introduction and product life cycle for the full line of Summit, Alpine and BlackDiamond switches. Prior to this role, Banic was a product manager for Ethernet switching at 3Com Corporation. He also has held systems engineering positions at Synernetics, Fibercom and Artel Communications.

Banic holds a Bachelor of Science in Electrical Engineering from Worcester Polytechnic Institute in Massachusetts.