



SHAY MOWLEM
Director, Virtualization Strategy, HP Software & Solutions
HP Enterprise Business

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Shay Mowlem is director of Virtualization for the Software & Solutions organization at HP.

In this role, Mowlem is responsible for the Business Technology Optimization (BTO) virtualization product strategy and leads the messaging and go-to-market activities related to BTO virtualization solutions.

Mowlem joined HP by way of the Opware acquisition, where he was responsible for solutions and strategic marketing.

Prior to Opware, he served as vice president of Marketing and Alliances at Ensim, where he led the company's market expansion to become the leading supplier of service enablement and automation software for hosted IP and application services.

Previously, Mowlem served as vice president of Product Management and Product Marketing at Portal Software, where he played a lead role in expanding Portal's footprint from an IP billing software startup to a dominant provider of revenue management solutions for the global communications and media markets. Additionally, Mowlem has held various senior product management and presales positions at Broadbase and Oracle.