JAMES JACKSON
Vice President, Marketing Strategy
Enterprise Storage, Servers and Networking, Enterprise Business

HEWLETT-PACKARD COMPANY

James Jackson is vice president of marketing strategy for Enterprise Storage, Servers and Networking at HP. In this role, he is responsible for comprehensive marketing strategy to grow HP's market share in the global converged infrastructure marketplace with a focus on private cloud.

With more than 18 years in the technology sector, Jackson has held marketing strategy, branding and industry/vertical marketing roles, and he has experience with product and solutions positioning.

Prior to his current role, Jackson served as vice president of Marketing for the Infrastructure Software and Blades organization at HP. His responsibilities included driving solution-focused worldwide marketing and demand-generation programs to increase visibility and demand for the HP BladeSystem and Insight Management Software portfolio of products, services and solutions. Additionally, Jackson oversaw key partner marketing alliances with Microsoft, VMware and Citrix and was responsible for the HP BladeSystem Matrix marketing program.

Before his work with the Infrastructure Software and Blades organization, Jackson managed the marketing organization for the Business Critical Systems unit of HP. He also led the marketing and solutions team for HP's Scalable Computing and Infrastructure organization, where he was responsible for building and executing the worldwide scalable computing and infrastructure marketing strategy.

Jackson earned a Bachelor of Arts from Muskingum College and a Masters of Business Administration from Miami University.