



DAVID SHIRK

Senior Vice President, Worldwide Marketing
HP Enterprise Business

HEWLETT-PACKARD COMPANY

Dave Shirk serves as senior vice president of Worldwide Marketing, HP Enterprise Business. Shirk is responsible for all aspects of marketing for HP's \$54 billion Enterprise Business, including advertising, collateral, customer intelligence, campaigns, influencer marketing, customer reference, solutions and industry marketing, sales communications, events, and digital marketing.

Before joining HP, Shirk served as executive vice president of Global Marketing and Communications at Siemens. In this role, he established the company's best practices for digital marketing and industry thought leadership to drive significant market awareness and momentum for Siemens portfolio of hardware, software and services.

Previously, Shirk was executive vice president of Global Marketing at UGS, the leading provider of product life cycle management solutions, before it was acquired by Siemens. At UGS, Shirk established the company's best-in-class position through innovative worldwide product launches and digital introductions, effective branding, global campaigns, and customer relationship programs.

Before joining UGS, Shirk held several other leadership positions including serving as senior vice president of Products, Strategy and Worldwide Marketing at Vignette.

Shirk has also served as senior vice president of Product Marketing and Product Management at Novell. While at Novell, Shirk managed Novell's Net Services Software strategy, and the roadmap for all of Novell's products. Prior to his tenure at Novell, Shirk served as vice president of Marketing for Oracle's Industry Applications Division.

Shirk holds a Bachelors of Science in Business Administration from Ohio State University.