



REBECCA LAWSON

Worldwide Service Management Solutions  
HP Enterprise Business

HEWLETT-PACKARD COMPANY

Rebecca Lawson leads Worldwide Cloud Services Initiatives for the Enterprise Business organization at HP. She is responsible for directing market development, communications, customer requirements, and integration of technology and service offerings on behalf of enterprise customers and service providers.

Lawson's background in enterprise technology spans more than 20 years in product marketing and product management, strategy, marketing communications, and business development for software start-ups as well as large multinational companies.

Lawson is a frequent public speaker and author of several technology-related publications.