



JOHN TOMESCO

Vice President, Enterprise Market Development, Managed Enterprise Solutions
Imaging and Printing Group

HEWLETT-PACKARD COMPANY

John Tomesco is vice president of Enterprise Market Development for Managed Enterprise Solutions in the Imaging and Printing Group at HP. His organization is focused on industry development, marketing and sales effectiveness.

Tomesco's responsibilities include creating and driving the group's worldwide vertical go-to-market strategy for top commercial, public sector and graphic arts customers using a consultative, solutions-oriented approach to develop and implement integrated solutions. He also is charged with global marketing to the enterprise customer segment, which includes outbound marketing, analyst and public relations, and web-based services for solutions, Managed Print Services and HP Exstream. Additionally he is responsible for sales effectiveness, including internal alignment across HP businesses, sales tools and training, sales campaigns and account planning.

Tomesco has held senior leadership positions in planning, marketing, sales and services for a notable group of Fortune 500 companies, including Pepsi-Cola, Nielsen Marketing Research (A Dun & Bradstreet Company) and Colgate-Palmolive.

He is proficient in business workflow and has helped many of the world's top enterprise customers use technology to formulate and execute strategic processes and policies to drive optimum business results. He has exceptional vertical industry knowledge, has published articles on issues facing manufacturers and retailers and frequently delivers keynote addresses at industry conferences.

Prior to joining HP in May 2006, Tomesco served as vice president of Industry Consulting for Teradata Corporation, leading the company's vertical consulting strategy and execution. Under his leadership, Teradata's go-to-market approach was transformed from a one size fits all design to a value-based consulting format centered on vertical expertise.

Tomesco holds a bachelor's degree in accounting from Fairleigh Dickinson University.