



STEVE DIETCH  
Vice President, Marketing  
HP Networking  
HP Enterprise Business

HEWLETT-PACKARD COMPANY

Steve Dietch is vice president of Marketing for HP Networking. He is responsible for developing and executing HP Networking's strategic marketing plan, including the identification and definition of portfolio offerings, driving programs designed to enhance awareness, consideration and preference, and leading efforts focused on enhancing partner and customer loyalty.

Previously, Dietch led the HP Communications and Media Solutions (CMS) marketing organization where he was responsible for product marketing, solution marketing, services marketing, marketing communications, partner program, field enablement and awareness, and demand-generation activities.

Prior to the HP-Compaq merger, Dietch was with Compaq for four years, directing product and portfolio management for the telecom division, driving business critical solutions in the service provider and emerging markets, and working in business development for Compaq's high-end solutions in enterprise eCommerce environments.

Before joining Compaq, Dietch was a management consultant with Booz-Allen & Hamilton, focusing on the communication, media and technology industries. He also spent seven years in Europe in various management roles with IBM and Wang Laboratories.

Dietch has a Master of Business Administration from the Wharton School of the University of Pennsylvania, Master of Science in computer science from Boston University, and Bachelor of Science in computer science from the University of California.