



MATT SMITH
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HEWLETT-PACKARD COMPANY

Matt Smith is director of marketing for the Solution Partners Organization (SPO) – Americas, at HP. He is responsible for driving SPO's "4P" (product, price, place, promotion) process, PartnerONE program initiatives and funding, and channel partner communications across Canada, Latin America and the United States.

Smith possesses a diverse sales and marketing background, having worked with PC original equipment manufacturers, mobile phone providers and telecommunications companies. During 14 years at Intel, he served in multiple roles – from engineer to sales management. Most recently, Smith led a sales and marketing organization for one of Intel's largest customers that interfaced with channel partners and end-users on sales initiatives, marketing planning and campaigns, and 4P alignment.

Smith also has experience and expertise in market research and analytics for partner marketing, digital marketing, sales development and incentives.

Smith earned an MBA from the Kellogg School of Management in strategy and marketing and a B.S. in electrical engineering from Purdue University.