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Tony Bunn is the business development manager for Core and Option Products at HP EMEA (Europe, Middle East and Africa). In this role, he is responsible for tower- and rack-based HP ProLiant servers with a special focus on small and medium-sized businesses. He also manages the routes-to-market strategy for Industry Standard Server (ISS) in EMEA.

Bunn joined HP EMEA in 1983, and has held various positions within ISS group in EMEA and the UK including working as product marketing manager for HP ProLiant x86 servers and options.

Prior to joining HP, he held Product Marketing Manager positions in the Personal Systems Group for Compaq as well as Business Development, Direct Marketing, Operations and Planning positions for Digital Equipment Corporation.

Bunn holds a diploma in Business and Finance from the Reading College of further Education in the UK.