DAVE FREDERICKSON
Vice President, Enterprise Servers, Storage and Networking
HP Enterprise Business
HP Canada

HEWLETT-PACKARD COMPANY

Dave Frederickson is the vice president of the Enterprise Servers, Storage and Networking organization, part of the Alliances and Marketing team at HP Canada. In this role, he is responsible for achieving market share and growth objectives for all lines of business within Enterprise Servers, Storage and Networking, including industry-standard and business-critical servers as well as networked and attached storage. Frederickson also leads the HP Alliances and vertical solutions team as well as Canada Corporate Marketing.

Previous to this position, Frederickson held the position of vice president of the HP Solution Partners Organization (SPO). Under his leadership, SPO achieved unprecedented growth, and PartnerOne.ca, HP Canada's partner program, was recognized as being the No. 1 channel program in Canada.

Frederickson joined HP Canada in 1989 and possesses an extensive understanding of marketing management and channels corporate sales in the Canadian marketplace. Prior to his current role, he was director for the Industry Standard Server business. His responsibilities included meeting top and bottom line objectives for sales, operations and finance. He also was the Canadian marketing manager of Computer Systems and managed the marketing team responsible for servers, software, commercial desktop and notebook, storage and network products. He also has held positions in Sales Management, Corporate Account Sales, and Regional and National Channel Management.

Frederickson recently completed a joint executive MBA at the Kellogg and Schulich Schools of business. He also has an undergraduate Degree in Business with a Major in Marketing, and a Mechanical Engineering diploma.