



**GABRIELLA GUAZZO**

Product Marketing Manager, Critical Systems Unit  
Multi Country Area Region

HEWLETT-PACKARD COMPANY

Gabriella Guazzo is Product Manager for Enterprise Servers at Hewlett-Packard Latin America where she is responsible for developing business plans and regional marketing strategy and aligning it with each country's strategy.

Guazzo gathers competitor information, creates regional activities and promotions according to each country's needs and target markets, and provides support to the marketing team in developing marketing communication materials. Guazzo also is in charge of facilitating the development of the channels as an important extension of HP's sales force, seeking synergy in order to capture the market in the region.

Guazzo joined HP in 1991 as a technical consultant at HP Venezuela, supporting the sales force in the marketing of management solutions projects based in HP OpenView. She later worked as senior consultant, offering custom solutions to clients' needs. She then worked as marketing manager for Infrastructure Solutions, specializing in enterprise servers.

Guazzo has a Bachelor of Science in Computer Science and Engineering from the Central University of Venezuela.