



## JUAN CARLOS GUERRERO OREJUELA

Director of Enterprise Servers, Storage and Networking Marketing  
HP Americas, Canada, Brazil, Mexico and Multi Country Area Region

HEWLETT-PACKARD COMPANY

Juan Carlos Guerrero Orejuela is the director of Marketing for Enterprise Servers, Storage and Networking. In this role, he has been able to consolidate and reposition the Americas market to generate demand. Under his leadership HP has generated a considerable amount of initiatives through the marketing efforts and partnerships with SAP, Microsoft, Oracle and VMware.

Orejuela leads the ESS Americas Marketing organization and focuses on converting the marketing organization into a lead and opportunity engine to ensure right balance across the Enterprise Server, Storage and Networking portfolio as well as with sales, partners and marketing engagement.

With 20 years of experience in business expansion in Latin America, Orejuela has held various strategic and administrative positions. Prior to joining HP, he served as Entrepreneurship Director at Compaq Computer Corporation. In this role, he led the Regional Business Group North to recapture the No. 1 place in the market of standard industry servers, attaining a 165 percent revenue growth in a 15-month term.

Orejuela also served as director of Sales for Compaq Computer Corporation. He developed the entrance strategy into the financial services market in Central America, the Caribbean, Venezuela, Ecuador, Peru and Bolivia.

He has a bachelor's degree in science from Brighton University, a master's degree from Florida International University and various specialties from Boston College and Universidad de los Andes in Colombia.