



SIMON HUM
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HP Enterprise Business

HEWLETT-PACKARD ASIA PACIFIC AND JAPAN

Simon Hum is director of Marketing for HP Enterprise Servers, Storage and Networking business across Asia Pacific and Japan. In this role, he is responsible for driving market leadership for HP's servers, storage and infrastructure software business, as well as helping customers manage and transform their IT environments through the Converged Infrastructure Strategy.

With more than 20 years of business development management and in-depth product knowledge in the technology industry, Hum brings significant experience and a successful Asia Pacific track record to his current role. In his previous role, Hum spearheaded the region's infrastructure initiatives where he was tasked with maintaining HP as the worldwide leader in next-generation data center transformation.

Hum joined HP in 2000 as the business development manager for Asia Pacific, and was responsible for the development and implementation of Storage Area Networks programs for enterprise customers. He was instrumental in laying the foundations of HP's IT Consolidation program, effectively launching the program in the region.