



GEOFF KERELUIK

Vice President

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HEWLETT-PACKARD COMPANY

Geoff Kereluik is vice president of Enterprise Servers, Storage and Networking Sales for HP Canada. He leads a team of sales specialists that focus on selling HP's enterprise hardware offerings to the Canadian market.

Prior to his current role, Kereluik was vice president of Marketing and Alliances for HP Canada. In this role, he was a member of the HP Canadian Leadership Team overseeing strategy and planning for HP Canada. His core responsibilities included directing all Enterprise Business marketing initiatives nationally, including market research, customer analysis, lead generation and tracking, marketing communications, public and analyst relations, as well as segment, product and relationship campaigns. Kereluik also had responsibilities for HP Canada's strategic alliances with software, system integration and service provider companies, and he hosted the Corporate Marketing function.

Previously, Kereluik was vice president of Small and Medium Business, where he had responsibility for HP Canada's sales and marketing teams and drove the development and implementation of strategies to grow HP's presence in this customer segment.

Kereluik joined HP in 1992 and has held progressively senior sales and management positions. Prior to joining HP, Kereluik spent five years as director of Store Planning and Development for Revelstoke Companies Ltd. He directed retail store planners and an implementation team in the design and deployment of superstore retail outlets across Western Canada.

Kereluik is a member of the Advisory Board of the Monieson Centre at the Queen's School of Business. He also is a member of the board of Learning for a Sustainable Future.