



OCTAVIO MÁRQUEZ
President and General Director
HP Mexico

HEWLETT-PACKARD MÉXICO

Octavio Márquez is the president and general director of Hewlett Packard Mexico.

Previously, Márquez was the director of HP Enterprise Servers and Storage group for Latin America. In this role, he was responsible for Business Critical Servers, Industry Standard Servers, and Network Storage Solutions for the region. His team was in charge of marketing, sales, manufacturing and distribution for Latin America.

Before this position, Márquez was the director and general manager of the Marketing and Alliances Group for HP Latin America and the Caribbean for the enterprise and public sector segments. He was responsible for the marketing organization focused on customer solutions, managing strategic alliances and overseeing strategic planning group as well as quality and customer satisfaction group.

Previously, he held the position of director and general manager of the Network Storage Solution (NSS) Group at HP, where he managed the business and HP's diverse storage solutions.

Prior to the merger with HP, Márquez was the director of the Enterprise Storage Group at Compaq Computers. Before this role, he was the managing director at EMC Mexico and founder of the local subsidiary, which he successfully positioned in the market. Márquez's expertise also includes several positions at NCR, such as sales and professional service director for the financial sector. He also held sales and systems positions at IBM Mexico, where he started his professional career.

Márquez has a bachelor's degree in Business Management from Universidad Iberoamericana, Mexico City. He also has post-graduate studies in Corporate Strategy from the Massachusetts Institute of Technology.

