ALFREDO YEPEZ
Executive Sales and Marketing Director
Networks, Servers, and Storage Business Unit
Multi Country Region

HEWLETT-PACKARD COMPANY

Alfredo Yépez is the sales and marketing director for the Networks, Servers, and Storage Business Unit for the Multi-country Region of HP, which includes Argentina, Chile, Colombia, Peru, Venezuela, Puerto Rico, and the Central American and Caribbean region.

Yépez is responsible for the sales, marketing, profitability, pricing, value chain and new product launches for the entire Systems unit, which includes HP Business Critical Systems servers, as well as the Industry Standard Servers (ISS) servers for the Multi-country Region. This responsibility encompasses management networks and everything relating to storage, including their respective operating systems.

Prior to this position, Yépez was marketing services manager for Business Critical Systems for the Latin America region. He previously worked as a marketing services manager for the Multi-Country Region and corporate marketing manager for Venezuela and Colombia. Yépez joined HP in March of 1990 as a Unix Services Engineer in HP's Venezuela offices.

After the merger between HP and Compaq, Yépez was named business unit director for the Mission Critical Systems division. In this role, he was responsible for the sales and marketing of the department and for successfully integrating the entire line of servers from both companies under a single business unit.

Yépez received a degree in Systems Engineering from the Universidad Politécnica Luis Caballero Mejías in Caracas, Venezuela. He also received post-graduate degrees in Marketing Management from the Instituto de Estudios Superiores Administrativos in Caracas, Venezuela, as well as Florida International University (FIU).