



Steve Erdman

Vice President and General Manager
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Steve Erdman is the vice president and general manager of channels and alliances in the Americas for HP Software. In this role, he is responsible for leading the HP Alliances and partner teams and developing the HP Software partner strategy across the United States, Canada, Latin America and the Caribbean.

Erdman brings 24 years of international and domestic experience in building and developing high-performance customer-facing teams that deliver profitable revenue growth through channel partners, alliances and direct sales. As an established leader in the channel, he also brings comprehensive general management, channel strategy, routes-to-market and implementation experience through his extensive work with all partner types including global system integrators, solution partners, managed services partners, national resellers, distributors, retail, and original equipment manufacturers in the software, hardware and services sectors.

Erdman joined HP from broadband firm Xiocom Wireless, where he was the president and chief operations officer. His responsibilities encompassed all market-facing company development and day-to-day operations. Under his leadership, Xiocom moved from a global startup to an industry-leading provider of broadband sales and services with deployments in India, Australia, New Zealand, Africa, the Caribbean, Canada and the United States.

Prior to Xiocom, Erdman served as the vice president and general manager of Global Channels at Novell, where he was responsible for the Novell partner ecosystem and the global routes to market strategy. He has held senior executive sales and general management roles at Dell, 3Com Corporation and IBM Corporation.

Erdman holds a Bachelor of Business Administration in Finance from the University of Georgia – Terry College of Business.