



Douglas Small

Global Alliances Marketing Director, Enterprise Servers, Storage and Networking
HP Enterprise Business
Hewlett-Packard Company

Douglas Small is director of Global Alliances and Solutions Marketing for the Enterprise Storage and Servers (ESS) Solutions Alliances organization at HP. He is responsible for the business management and marketing of the Microsoft, SAP and Oracle alliances' partner-based solutions for Enterprise Servers, Storage and Networking as well as the HP Enterprise Business. His prior alliance responsibilities for ESS included VMware, Citrix, RedHat and Novell.

Previously, Small was worldwide marketing director for the Open Source & Linux Organization at HP, responsible for the marketing organization and supported geographical regions. During Small's tenure, HP attained and retained the No. 1 market share position in all major Linux server categories.

Earlier, Small held management roles in marketing, sales development and strategy at both worldwide and regional levels. In addition, he has product experience across a wide range of technologies spanning networking through network management, server appliances, blade servers and high-end systems.

Small holds a Masters in Business Administration in marketing from the Anderson School of Management at UCLA and an undergraduate degree in business economics.