



## Giuliano Di Vitantonio

Director, Marketing, Enterprise Information Solutions  
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Giuliano Di Vitantonio is head of global marketing for the Enterprise Information Solutions (EIS) organization at HP. In this role, Di Vitantonio is responsible for the market strategy of a newly created organization that combines business intelligence and information management consulting services.

In prior roles, Di Vitantonio led the solutions program for HP Enterprise Business, served as a strategy director and a business development director within the Office of Strategy and Technology, and was a senior research manager of HP Labs, where he was responsible for research management, business development and innovation incubation.

Before moving to the United States in 2002, Di Vitantonio held several technical and management positions with HP in the United Kingdom.

Di Vitantonio's business and technical interests include business value analysis of technology and IT governance. He has published several papers on these topics, was a keynote speaker and panelist at multiple international conferences and visiting lecturer of St. Mary's College, ENST Bretagne and Universidad Politecnica de Madrid.

Giuliano holds a master's degree in electrical engineering from the University of Bologna, Italy, and an MBA from the London Business School.

