



John Tomesco

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John Tomesco is vice president of Enterprise Market Development for the Managed Enterprise Solutions organization within the Imaging and Printing Group (IPG) at HP. His organization is focused on industry development, marketing and sales effectiveness.

Tomesco's responsibilities include creating and driving IPG's worldwide vertical go-to-market strategy for top commercial, public sector and graphic arts customers using a consultative, solutions-oriented approach to develop and implement integrated solutions. He also is charged with global marketing to the enterprise customer segment. This includes outbound marketing, analyst and public relations, and web-based services for solutions, managed print services and HP Exstream. Additionally, he is responsible for sales and services effectiveness, including internal alignment across HP businesses, sales tools and training, sales campaigns and account planning.

Tomesco has held senior leadership positions in planning, marketing, sales and services for a number of Fortune 500 companies, including Pepsi-Cola, Nielsen Marketing Research (a Dun & Bradstreet company) and Colgate-Palmolive.

Tomesco is an accomplished speaker and frequently delivers keynote addresses at industry conferences.

Prior to joining HP in 2006, Tomesco served as vice president of Industry Consulting for Teradata, leading the company's vertical consulting strategy and execution. Under Tomesco's leadership, his team became a critical growth engine and was a leading contributor of its transformed perception in the market.

