



## Mark Quiroz

SR. Director Enterprise Marketing, Managed  
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Hewlett-Packard Company

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Mark Quiroz is senior director of Enterprise Marketing for the Managed Enterprise Solutions business unit within the Imaging and Printing Group (IPG) at HP. He is responsible for all messaging, communications, media/analyst relations and marketing strategy.

Quiroz's primary goal is to clearly articulate IPG's enterprise customer strategy and drive awareness of HP's industry-leading imaging and printing portfolio.

Quiroz has held various leadership positions across HP in his 14 years with the company. His experience within HP spans the business areas of IPG, the Personal Systems Group and Enterprise Business in the areas of strategy, operations and marketing. Quiroz has been involved in major transformation efforts within the company and specifically as a leader in the integration efforts of the two largest acquisitions in HP's history, Compaq and EDS. His experience covers a wide range of product, service and public sector industries.

Quiroz has a master's degree in business administration from Monterey Institute of International Studies.