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Frances Lashen Guida is manager for Cloud Solutions and Infrastructure for the Enterprise Servers, Storage and Networking organization at HP. She leads a team responsible for solution definition and integrated marketing for HP CloudSystem and related HP Cloud solutions.

Guida has helped shape the company's overall direction for cloud computing and hybrid delivery, drawing on deep experience in driving pioneering HP offerings, including HP Utility Data Center, the HP Virtual Server Environment and HP BladeSystem Matrix.

Guida draws on more than 20 years of experience in the IT industry, including roles as product manager for HP servers across Europe, the Middle East and Africa; managing HP alliances with leading independent software vendors such as SAP and PeopleSoft; and driving innovative programs for solutions such as virtualization and Converged Infrastructure.

Prior to her work at HP, Guida was a consultant in the Information Technology Industries practice at Temple, Barker & Sloane (now Oliver Wyman). She has an MBA in International Business from INSEAD in Fontainebleau, France, and a BA in Economics and French from Williams College, Williamstown, Mass.