Aruna Ravichandran

Director, Product Marketing, Business Service Management, Software, Enterprise Business Hewlett-Packard Company

Aruna Ravichandran is director of Product Marketing for Business Service Management (BSM) at HP. In this role, Ravichandran leads the product marketing management team and is responsible for leading go-to-market strategy for BSM solutions including: Network Management, System Management and Application Performance Management.

Ravichandran has more than 15 years of experience in marketing, product and project management, strategic planning and channel development.

Throughout her career, Ravichandran has served in multiple HP business units including: Network Labs, Network Computing, StorageWorks, and Enterprise Servers, Storage and Networking.

Ravichandran holds a bachelor's degree from Bangalore University, India, a master's degree in Computer Engineering from Santa Clara University and an MBA from Santa Clara University.