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Kelly Emo is director of Applications Product Marketing for Software in the Enterprise Business at HP. She leads the product marketing team responsible for HP's Applications product portfolio, spanning Project and Application Portfolio Management, Application Lifecycle Management, Quality Management and Functional Testing, Performance Management and Load Testing, and Service-oriented Architecture (SOA) and Application Governance.

Emo is a seasoned software professional with more than 20 years of experience in product marketing, product management and business development in the domains of applications and SOA software, integration middleware, Java and software development tools, software as a service and networking.

Prior to this role, Emo was senior manager of Product Marketing for the SOA software portfolio spanning governance, quality and management at HP.

Prior to HP, Emo was director of Product Marketing for BEA Systems integration product line and launched BEA's award-winning AquaLogic Service Bus. She also worked as director of Product Marketing and Business Development at Jamcracker Inc., a startup providing aggregation of application service providers through a single-sign-on portal and managed marketplace for enterprises and small- to midsize businesses. She also served two years on the board of the ASP Industry Consortium.

Prior to Jamcracker, Emo worked in HP's Commercial Systems Business Unit and Information Networking Division in various product marketing and product management roles.

Emo has an MBA from the University of Santa Clara and a Bachelor of Science in computer science from the California Polytechnic State University, San Luis Obispo.

