



## Piet Loubser

Senior Director, Product Marketing, Software  
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Piet Loubser serves as senior director of Product Marketing for Software at HP. He is responsible for the IT Performance Suite and leads product marketing and market-category definition, bringing together the HP Software portfolio in a comprehensive suite offering.

Loubser's professional career includes more than 20 years in the IT industry driving strategic marketing, sales and software development. Prior to HP, Loubser led the global Market Intelligence group at SAP. In various strategic roles, Loubser has developed business and go-to-market strategies for software solutions in several regions.

Loubser joined SAP as part of the Business Objects acquisition, where he led Portfolio Market Strategies. While at Business Objects, he held numerous positions in regional sales management and business development in offices within the United States, Europe and South Africa.

Loubser holds a bachelor's degree in computer science from the University of Stellenbosch in South Africa.

