



## Shane Pearson

Vice President, Product Marketing, Software,  
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Shane Pearson is vice president of Product Marketing for HP Software. In his current role, Pearson is responsible for managing the Operations Management product portfolio.

Pearson is a product marketing professional with experience as a general manager and technologist at startups and Fortune 500 companies.

Prior to his role at HP, Pearson was senior vice president and general manager of NetWeaver Product Group at SAP. During his tenure at SAP, he was responsible for managing the worldwide NetWeaver business group including working across business operations, marketing, product management and development.

Pearson also was previously vice president of Products at Gnip, a real-time social media data delivery provider, where he coordinated product development, marketing and sales. Additionally, Pearson served in various product management and marketing roles at BEA Systems, a provider of enterprise application infrastructure solutions acquired by Oracle in 2008.

Pearson holds a bachelor's degree in industrial management and a master's degree in management with concentrations in marketing and finance.

