



Mike Parrottino

Vice President, U.S. Channel Sales,
Personal Systems Group
Hewlett-Packard Company

Mike Parrottino is vice president of U.S. Channel Sales for the Personal Systems Group (PSG) at HP, where he is responsible for go-to-market sales strategy across national resellers, distributors and Direct Response Channel partners. He also is responsible for channel marketing across all business units in the Americas region, which includes the PartnerONE program as well as other pan-HP channel marketing development and communications initiatives.

A 24-year HP veteran with nearly 30 years of industry experience, Parrottino previously was responsible for driving PSG channel sales growth in the United States as vice president of PSG Sales and Business Management. Under his leadership, PSG channel sales experienced eight quarters of double-digit growth and reached \$1 billion in quarterly sales revenue for the first time in HP's history.

Prior to that, Parrottino served as vice president of Direct Response Channel and Agent Sales for HP. He also has held the role of vice president, West Region of the North America Solution Partners Organization, where he led efforts to re-engineer channel partnerships to optimize mutual profitability for HP and the channel. Before joining HP as part of the Compaq merger, Parrottino served as director of Worldwide Solution Partner Global Alliances at Compaq.

Parrottino holds a bachelor's degree in business administration – finance from Western Michigan University.

