



Mona Charif

Director, Positioning, Expression and Content
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Mona Charif is director of Positioning, Expression and Content for HP Enterprise Services. She is responsible for driving the business unit's positioning, brand/identity expression, global advertising, Client Advisory Board, marketing content and creative services.

Charif previously was director of EDS Corporate Marketing, Brand and Advertising, supporting deals over \$100 million, the Client Council, Alliance Marketing, Marketing Services and the Business Transformation Outsourcing organization. Prior to this role, she was director of Field Marketing and Communications.

Charif also served as director of Marketing and Communications for Portfolio Management, the organization responsible for designing and developing EDS' offerings and solutions. Prior to that, she supported the largest divisions of the company with marketing and communications strategies that included the successful development and launch of a global positioning strategy.

Before joining EDS in 1992, Charif worked for several advertising and public relations agencies, including Tracy-Locke/Pharr Public Relations, and the Dallas ABC affiliate, WFAA-TV. She earned a bachelor's degree in journalism and a master of business administration degree from the University of Texas and has completed executive development programs at Thunderbird, Wharton and Cornell.

