



## Anton Knolmar

Vice President, EMEA HP Enterprise Business  
Marketing  
Hewlett-Packard Company

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Anton Knolmar is vice president, EMEA Enterprise Business Marketing.

He is responsible for raising the profile of Enterprise Business, and creating awareness for the “Instant-On Enterprise” and value of HP’s solutions. He ensures regional linkage to global campaigns, global marketing process, and represents the EMEA needs and requirements across the entire Enterprise Business portfolio.

Knolmar began his career with HP in 1984. He has held a variety of sales and marketing leadership roles at the regional, country and worldwide levels. He led Worldwide HP Software & Solutions Marketing, where he built and led a team of marketing professionals who drove increased market awareness and demand for HP’s software solutions.

His team developed and implemented key marketing programs and concepts to drive the software business’ growth and leadership which resulted 2010 in number one market share worldwide.

Knolmar has a master’s degree in computer science.

