



Danila Meirlaen

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Danila Meirlaen is vice president for Business Process Outsourcing (BPO) in the Europe, Middle East and Africa (EMEA) region at HP. She is responsible for growing the BPO business and ensuring key performance priorities such as customer satisfaction and staff development.

Meirlaen has 25 years of experience in IT, with more than 15 years in delivering and selling transformational customer relationship management solutions to Fortune 500 companies. She has extensive experience helping companies grow their sales and profitability by improving their customer relationships.

Previously, Meirlaen was the global leader of the CRM Group in EDS, now HP Enterprise Services. In this role, Meirlaen was responsible for the group's strategy, sales development, support, product management, operational excellence and account delivery management. Before this, she was responsible for the development and implementation of EDS' BPO strategy in EMEA.

Meirlaen completed her studies at the Language Institute in Ghent, Belgium. She is fluent in Dutch, French, German and English and maintains a basic level in Spanish and Italian. Meirlaen studied civil law at the University of Rotterdam (the Netherlands) and also has attended Dale Carnegie Management Training in Paris, Dr. Edward Deming Quality Training in Zurich, Switzerland, and various professional, sales and leadership courses in the United Kingdom, France, Switzerland and United States.