



Rosanne Saccone

Vice President, Americas Marketing
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Rosanne Saccone is vice president of Americas Marketing for HP Enterprise Business. Saccone ensures a regional linkage to Instant-On Enterprise global campaigns and develops Americas programs to support core cross-business unit solution offerings.

Saccone also drives all major regional global account marketing plans and programs that support the company's solutions portfolio offerings.

Saccone is a seasoned marketing executive with more than 20 years of results-driven marketing, management and finance experience in the high-tech industry. Previously, Saccone was chief marketing officer at PivotLink, a software-as-a-service business intelligence company.

Saccone also was the chief marketing officer and senior vice president at BEA Systems, where she led the company's marketing division. During her seven years at BEA, Saccone developed and executed the company's corporate market strategy and go-to-market plans, and drove all elements of a global program. Earlier in her career, Saccone also spent more than 10 years at HP in various finance and marketing management roles.

Saccone holds an economics degree from Stanford University and an MBA from the Darden School, University of Virginia.

