



TOP 55

Channel Visionaries – 2017 TOP 55 Cloud Channel Executives

Edward Choi, Vice President of WW Cloud and Indirect Channel Programs at HPE

BIO: Edward Choi is the Vice President of WW Cloud and Indirect Channel Programs. Choi is an accomplished, results-focused executive with a passion for driving large-scale strategic initiatives and solution delivery transformation. In his current role, he is responsible for the cloud channel strategy development and execution to drive market testing and scaling of a collaborative ecosystem of service providers, VARs, and ISVs that will leverage HPE and 3rd party technologies, JGTM motions, and financial innovations to build/sell/deliver differentiated services-led hybrid-Cloud solutions.

Prior to his current role, Choi was the Vice President of Cloud Customer Success Management. He was responsible for the “One-HP” client experience for the delivery of cloud services across all HP business units.

Prior to joining HP, Choi was the Vice President of Global Cloud Enablement and Operation responsible for driving the reverse integration and execution of the go-to-market strategy and enablement of Verizon’s Public/Private/Hybrid Cloud, Security and Consulting services into Terremark subsidiary (a \$2B acquisition in 2011) creating a new revenue growth engine for Verizon Enterprise.

Choi studied electrical engineering at the University of Maryland. He currently lives in Vienna, VA.

Achievements in 2016:

- Earned #1 Cloud Infrastructure Provider (Synergy Research) through our global channel
- Transformed over 300 top tier partners to become HPE Cloudbuilders, a top-tier designation of cloud architecture skills and services
- Launched over 250 partners in Cloud28+, an HPE incubated cloud federation program and marketplace, including SPs, VARs, and ISVs across Europe
- Established a digital marketing program for channel/solution providers to use to transform to a digital first motion

Plans for 2017: HPE 2017 Vision: Be the industry’s leading provider of hybrid IT, built on the secure, next-generation, software-defined infrastructure that will run customers’ data centers today, bridge to multi-cloud environments tomorrow, and power the emerging intelligent edge that will run campus, branch and Industrial IoT applications for decades to come. All delivered through a world class services capability.

HPE 2017 Indirect Channel Mission: Enable indirect routes to market and SMB, SP segments yielding ~70% of HPE hybrid IT revenue. Delivered through the management of Partner Ready and other channel initiatives that require global or pan-region consistency in; Distribution coverage model, IT system requirements, analytics, and competitive attack.



Penton

