

Executive biography



David Murphy

Senior Vice President, IPG Web Services and Software Business

Hewlett-Packard Company

David Murphy is Senior Vice President, IPG Web Services and Software Business, responsible for driving IPG's web service and software growth across all customer segments.

This includes: Snapfish, an online photo services company; Logoworks, a web-based services design company for small businesses; Tabblo, web-based software that makes printing easier from the web; the HP Halo Collaboration Studio business collaboration and social connection experience; as well as other efforts in other areas such as digital entertainment services and retail photo solutions.

Prior to joining HP, David's most recent role was Chief Financial Officer for Mercury Interactive. At Mercury, David led the company's market expansion and acquisition/integration of leading software companies such as Systinet, Kintana, Appilog, and Performant into Mercury's Business Technology Optimization (BTO) portfolio.

Prior to joining Mercury, David was CEO of Asera, where he led the company's efforts as a pioneer in delivering real-time collaborative business process applications for the extended enterprise with a web services delivery approach. Prior to Asera, he was president and general manager of IBM Tivoli Systems where he was responsible for day-to-day operations and drove aggressive expansion into new markets, helping make IBM a major competitor in the software space.

David's background also includes working as the head of the private equity investments group at Perot Systems and as a partner at McKinsey & Company.

David holds an MBA from Stanford and technical degrees in mathematics and electrical engineering from the Universities of Louisville and Florida Atlantic. David, along with his wife, Denise, and three children, is based in the Bay Area.

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