Ben Horowitz

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Ben Horowitz is vice president and general manager of Business Technology Optimization for Software at HP, a position to which he brings a proven track record for management in dynamic, high-growth technology companies.

Horowitz was a co-founder of Opsware Inc. (formerly Loudcloud), which was acquired by HP in 2007. Earlier, he was vice president and general manager of America Online Inc.'s E-commerce Platform division, where he oversaw development of the company's flagship Shop@AOL service, now one of the largest shopping destinations on the Internet.

Previously, Horowitz ran several product divisions at Netscape Communications, where he was recognized numerous times for his results-oriented management style. As vice president of the Customer Relationship Applications group, he was responsible for delivering applications to help companies strengthen customer relationships and create new revenue streams through customer self service and targeted marketing. Horowitz also served as vice president of Netscape's widely acclaimed Directory and Security product line. Before joining Netscape in July 1995, he held various senior product marketing positions at Lotus Development Corporation.

Horowitz received a master's degree in computer science from the University of California, Los Angeles, and holds a Bachelor of Science from Columbia University.

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