



**Financial Management Association**  
**One Washington Square**  
**Accounting & Finance Dept, BT 850**  
**San Jose, CA 95192**  
[www.cob.sjsu.edu/fma](http://www.cob.sjsu.edu/fma)

**Fall 2009 Professional Development Meeting Minutes**

**Speaker: Brad Maihack**

November 3, 2009

4:30 PM – 5:30 PM

Held at BBC Room # 202

1. Announcements
  - a. November 17<sup>th</sup>
    - i. Connection with NetApp will be at FMA to talk about opportunities
    - ii. Bring your resumes
  - b. Sharks Social has been canceled.
2. HP Today  
Brad Maihack  
World Wide Director of Business Operations (COO)  
Information Management Business Unit
3. Introduction
  - a. 1978 graduate from SJSU
  - b. Accounting major
4. HP had its origins in 1939
  - a. Sold engineering related products to Disney
  - b. Today, HP is still heavily involved in selling engineering related products to entertainment industries (film making industries, such as DreamWorks)
    - i. For example, helping the generation state of the art computer generated animation.
      1. Helping DreamWorks with their IT infrastructure
      2. As DreamWorks grows and demand becomes more complex, HP continues its innovation.
5. Did you know that San Jose State's department of animations is one of the most well known animation departments?
6. DreamWorks is located in Redwood City
  - a. Shrek one and two, as well as Over the Hedge were created there.
7. What they're trying to do at HP is to learn from the entertainment industry
  - a. Trying to see how they take creativity use technology to make it personal to the customer
8. Careers at HP
  - a. Founded in 1939 by Bill Hewlet and Dave Packard. Decided company's name with a coin toss
  - b. In a garage behind Dave's flat near Face Book's old office
  - c. Inventive design and low price tag (\$54.40)



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d. First employee was an accountant

9. HP Today

- a. Simplifying technology experiences around the world
- b. Fortune 9 –U.S.
- c. Fortune 32 –Global
- d. 321,000 employees

10. The World's largest technology company

- a. Net Revenue of 27.5B

11. The industry's broadcast portfolio

- a. Services
- b. Solutions
- c. Software
- d. Bus. Critical Servers
- e. Storage
- f. Servers
- g. Digital Publishing
- h. Shared Printing
- i. Printers
- j. Papers
- k. Ink
- l. Desktops
- m. PDAs
- n. Notebooks

12. Leadership across the board

- a. Want to be in the top two positions in the industry
- b. Worldwide market share data

13. Focused on three key global trends – Creating solutions customers value

- a. Digital Transformation
  - i. The information explosion is gigantic
- b. Cloud Computing
  - i. Publicly accessible IT resources
    - 1. write software, then run it on someone else's hardware
  - ii. Virtualization allowed this to be done.
  - iii. Cloud computing is the single most important trend right now.
    - 1. It will change the world of technology



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- c. Sustainability
- 14. The information explosion is gigantic
  - a. Since our lives are built around digital devices, instead of us being proactive and searching for things, devices should be more proactive and alert people of new information.
- 15. Massive desire by companies of reducing spending on technology to store data
- 16. Driving productivity at the intersection
  - a. Always:
    - i. Connected
    - ii. Personal
- 17. HP's strategic plan
  - a. Establish HP as the world's leading technology company
  - b. Invent and develop technology solutions for our customers
  - c. Drive select industry trends
  - d. Become the best-in-class in the industry
- 18. HP operating framework
  - a. Efficiency
  - b. Targeted growth
  - c. Capitalize strategy
- 19. If you free up capital by running lean
  - a. New products/ sales
  - b. Or buy leading product companies
  - c. i.e. for HP, annual savings paid for entire acquisition of a company
- 20. Printing product line
  - a. 70-80% share
  - b. Market share of printing (i.e. newspaper, magazine, etc) is about 2%
    - i. Very small penetration
  - c. Printer business has dropped
    - i. This may be due to the fact that personal printing is changing.
    - ii. Information changes so fast that reading on the computer is better than having to continually print things out as information changes
- 21. Working at HP
  - a. HP offers a work environment that allows employees to strike a work/life balance that meets their needs



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- b. You can manage your career through development programs and internal job movement. You can have multiple careers within one company
- c. Try to hire smart people who will fit into the company, then help them learn and develop their skills.
- d. HP people promise
  - i. HP helps great people grow
  - ii. Develop strong leaders who trust and respect our people, give them opportunities and focus on customers

22. Careers in HP Finance

- a. Business Finance
  - i. WW strategy/planning
  - ii. R&D portfolio management
  - iii. Sales, Marketing
- b. Controllership

23. Development at HP: more than training

- a. Education 10%
  - i. Professional journals
  - ii. Conferences/seminars
- b. Relationships 20%
  - i. Coaching
  - ii. Ongoing 360 feedback
  - iii. Career planning
  - iv. mentoring
- c. Experience 70%
  - i. Cross-functional teamwork

24. Key lessons learned

- a. Assignments
  - i. Confidence
  - ii. Independence
  - iii. Knowledge
  - iv. Relationships
  - v. Toughness
- b. Hardships
- c. Bosses

25. Secrets to getting every job you interview for

- a. Know what differentiates you from everyone else (at least 3 things)
  - i. Great grades, being in clubs, a lot of initiatives, being a leader DO NOT count.



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- ii. Typically they are passions, way of solving problems, ways of collaboration
- iii. Parents, friends, colleagues often see these in you.
- b. Interview the interviewer
  - i. If you let the interviewer ask you questions, the interviewer will ask questions to look for wrong answers.
  - ii. Don't want to put yourself in this situation
- c. Describe how the things that differentiate you will make the interviewer and then the business/function successful while avoiding the pitfalls of what's not worked before.
  - i. How your unique value will help the company. Bridge the gap between your unique skill and the company

26. Know what differentiates you

- a. Technical skills
  - b. Knowledge of a product, industry
  - c. Cultural differences (sensitive to cultural issues, such as how business is done)
  - d. Interpersonal skill differences
  - e. Communication skills, language, written, listening
  - f. Leadership skills
  - g. Life experiences
  - h. Passion and personal motivation to succeed
  - i. Play different roles on teams
- Pick top three to share with interviewer.

27. Interview the interviewer

- a. Biggest business challenges and opportunities?
  - b. Tell me about your career and what has brought you to your current assignment?
  - c. Biggest leadership challenges and opportunities?
  - d. What would you like to achieve in your leadership role?
  - e. How do you describe your leadership style?
  - f. Work styles that work best in this environment? Don't work?
  - g. What are the top three things you want this position to help accomplish?
  - h. Why are those uniquely important to you?
  - i. What would you like the business/operation/function to look like 18 to 24 months?
  - j. What is the biggest challenge that you see students struggle with most when they start at this company?
- come up with 3 questions to ask. Listen to interviewer's response and ask follow up questions as necessary.

28. Describe how your assets satisfy their needs

- a. Be prepared to describe how you can meet all the requirements of the job but put your emphasis on how what differentiates and makes you uniquely valuable.



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b. As positively, friendly, and confidently is a must!

29. What if you are asked the question “What are your weaknesses?” during an interview?

a. “There are a lot of things I’m developing on, but the things that I’m good at are.....”

*Minutes submitted by:*  
*Elizabeth Le*  
*November 8, 2009*