

Johann Felfer is currently director for HP's Education Cloud business and large scale, nationwide Smart Learning projects in 14 countries throughout HP's Growth Market Organization in EMEA and APJ, and also responsible for dedicated, large internationally funded public sector projects across the region.

Johann has worked at HP for 23 years in global and regional country, program, and sales management positions throughout Europe, the Middle East, Africa, and APJ.

Early in his career, he started off HP's public sector project business as senior program manager for World Bank and EBRD structural funds in Eastern Europe. During that tenure Johann was responsible for HP's 1st worldwide PPP project in Bulgaria to deploy their new passports, ID cards and driving license system. Subsequently, Johann was given the responsibility to build up HP's Telecom Consulting business in Eastern Europe, the Middle East, and North Africa, driving both profitable order, and revenue growth. He served as Consulting Sales Manager for Austria accountable for the recovery of the local HP consulting business. In 2009 Felfer joined the newly formed HP Communications, Media, and Solution (CMS) business unit where he has held several challenging leadership positions till 2013. In July 2013 Johann moved into the HP's Growth Market Organisation where he successfully started off HP's Go-to-Market for nationwide Smart Learning and eLearning cloud projects across 14 countries in EMEA and APJ by leveraging the whole strength and breadth of HP's entire portfolio.

Johann is a two times HP Top Achievers Club and four times HP Employee of the Year winner.

Johann holds a masters degree in computer science and is a graduate from the University of Illinois, department of aeronautical and astronautical engineering. In his spare time, Johann is a passionate windsurfer and cyclist.