



**David Parsons**  
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Mr. Parsons leads the Global Alliance & Corporate Marketing functions for CSC, and as the Chief Marketing Officer leads the Global Marketing Council for the corporation. He has responsibility for the brand, digital strategy and field marketing, as well as rationalizing the go-to-market (GTM) alliance partner strategy and priorities across CSC's global business units and 'cross industry solution' portfolio. His primary focus is to catalyze business development, accelerate pipeline and revenue growth with targeted global lead generation programs in conjunction with CSC's global alliance partners, as well as establishing governance across CSC's broader alliance partner portfolio. In addition, Mr. Parsons' is accountable to strengthen the CSC brand and communications via traditional and digital vehicles, as well as develop a unified, consistent lead generation and field marketing operation.

Prior to joining CSC, Mr. Parsons held a variety of senior executive alliance, business development and marketing leadership positions within Hewlett Packard (HP) and Compaq. He served as Vice President, Americas Industry Solutions & Alliances within the Technology Solutions Group responsible for driving \$4 Billion + in leveraged revenue contribution within the Americas. He was also Vice president, Enterprise Marketing in the Customer Solutions Group responsible for all awareness and GTM lead generation programs & investments aligned to drive business results for HP's \$12 Billion Enterprise products & services business unit.

He has led several ground breaking cross-functional task forces focused on transforming Hewlett Packard's and Compaq's overall GTM strategy and sales model which resulted in a number of significant strategic initiatives & recommendations that were implemented within the Company. In addition, he co-led high profile global sales, alliance and marketing merger integrations teams in both the Compaq/Digital and Compaq/HP acquisitions focused on day one readiness and execution.

Mr. Parsons received his Bachelor's degree in Business Administration with a concentration in Marketing from Appalachian State University.