

Mark Heid

Program Director, WebSphere Application Server Marketing, IBM

Mark Heid is Program Director for WebSphere Application Server Marketing at IBM. His responsibilities include definition of the worldwide business plan and offering strategy for the Application Server portfolio, as well as management of new product introductions, pricing, and channel planning.

Prior to joining IBM Software Group in 2002, Mark worked in the Personal Systems Group at IBM, managing business transformation initiatives in pricing and special bid process optimization.

Previous to IBM, Mark was a marketing manager at Hewlett Packard and Apple Computer, as well as a developer in the commercial embedded system software industry.

Mark holds a BS degree in biomedical engineering and computer science from Northwestern University and an MBA in marketing and quantitative analysis from Carnegie Mellon University.