

Executive MBA

Guest Speaker

Manny Kostas

Board of Advisors of BRIDGEi2i Analytics Solutions
Advisor and Interim CMO of Wiivv

Recently, Manny Kostas has been the interim CMO at Wiivv to innovate a new 3D printing and mobile software enabled footwear.

Previously, Manny was the Global Head of Platforms and Technology for HP Incorporated's print business where he was responsible for print technology, physical sciences, solutions software and big data for traditional 2D and new 3D printing businesses.

Before HP, Manny was the Chief Marketing Officer for Symantec Corporations, a \$7B leader in storage, backup and identity protection. Manny led all facets of the marketing function including branding, pricing, route to market strategy, field marketing and implemented a digital first strategy emphasizing social media and lifetime customer engagement.



Prior to joining Symantec, Manny was the Senior Vice President of strategy, product management and program management at Polycom Corporation where he led the transition from a hardware transaction heritage to the licensing of virtualized infrastructure and cloud delivery.

Manny's move to software and cloud services was preceded by a long career at HP where he was last the Chief Marketing Officer and Chief Strategy Officer for HP's \$27B printing business.

Manny has multi-disciplined global experience in product development, product management, product marketing, strategic planning, channel strategy and sales. His specialty is the leverage of product development, marketing, support and sales to create new categories and driving profitable revenue through deeply integrated and measured demand generation systems.

Manny has a Masters of Management from the Kellogg School of Management at Northwestern and a Bachelors of Arts in Marketing from Michigan State University. He is quite proud of MSU's victories over the much hated Wolverines and deeply regrets Notre Dame's cowardice in no longer scheduling losses to his Spartans.



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