

# Keerti Melkote

Co-founder, President & GM

Aruba, a HPE Company



## Career Summary

- 2002 - present Co-founder, President & General Manager, Aruba, a HPE Company
- 2001-2001 Senior Director, Product Management, Tahoe Networks
- 1999-2000 Senior Director, Product Management & Technical Marketing, Nortel Networks  
(Shasta Networks acquired by Nortel)
- 1995-1998 Manager, Product Management and Marketing, Cisco
- 1993-1995 Network Architect, Intel

## Board Skills Matrix

	Networking and Cloud Technology	
1. Specific Industry Experience	<input checked="" type="checkbox"/>	<a href="#">CLICK</a>
2. CEO / Business Head	<input checked="" type="checkbox"/>	<a href="#">CLICK</a>
3. BOD Experience	<input checked="" type="checkbox"/>	<a href="#">CLICK</a>
4. International Experience	<input checked="" type="checkbox"/>	<a href="#">CLICK</a>
5. Human Capital Management / Compensation	<input checked="" type="checkbox"/>	<a href="#">CLICK</a>
6. Finance / Capital Allocation	<input checked="" type="checkbox"/>	<a href="#">CLICK</a>
7. Accounting (Audit Committee Financial Expert or "ACFE")	<input checked="" type="checkbox"/>	<a href="#">CLICK</a>
8. Government / Public Policy	<input checked="" type="checkbox"/>	<a href="#">CLICK</a>
9. Marketing / Sales	<input checked="" type="checkbox"/>	<a href="#">CLICK</a>
10. Environmental Science / Policy /Regulation	<input checked="" type="checkbox"/>	<a href="#">CLICK</a>
11. Risk Management	<input checked="" type="checkbox"/>	<a href="#">CLICK</a>
12. Corporate Governance	<input checked="" type="checkbox"/>	<a href="#">CLICK</a>
13. Technology / Systems	<input checked="" type="checkbox"/>	<a href="#">CLICK</a>
14. Business Ethics	<input checked="" type="checkbox"/>	<a href="#">CLICK</a>
	1 2 3 4 5 6 7 8 9 10	

### Race & Ethnicity

### Demographics

- Asian, Hawaiian or Pacific Islander
- Male
- Female
- Non-Binary
- LGBTQ+

## Board Experience

Keerti serves as an advisor and an angel investor to transformative Silicon Valley startups across diverse markets including wireless, security, data center, social networking, healthcare, sports and construction

## Educational Background

1993 MSEE, Purdue University 1991 B.Tech, ECE, Jawaharlal Nehru Technological University, Hyderabad

## Awards and Accolades

Keerti has been granted multiple patents for innovations in the field of networking and communications. He was honored by Purdue University as an Outstanding Electrical and Computer Engineer in 2009.

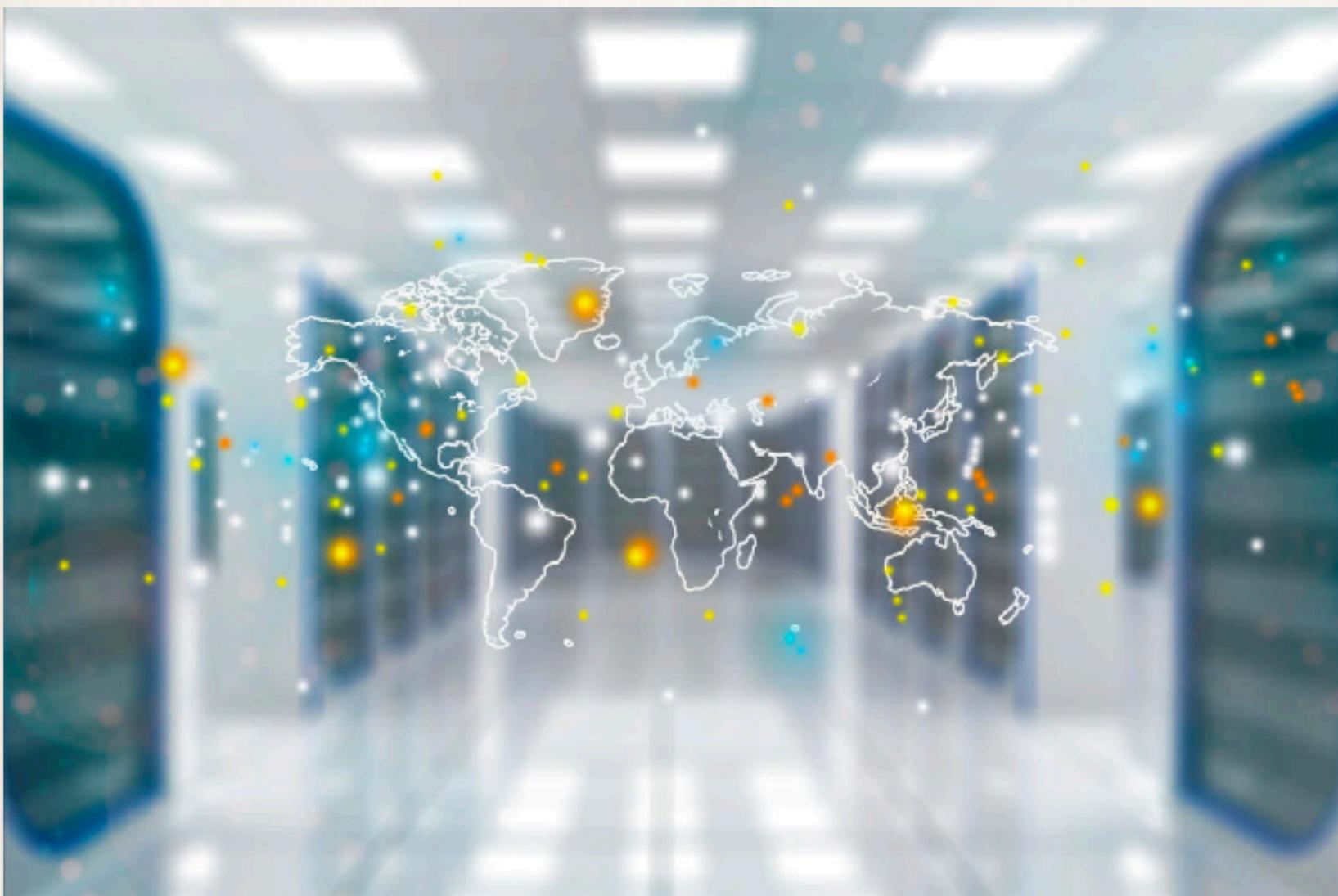
# 1. Specific Industry Experience

## Primary Industry Domain

Networking and Cloud Technology

## Primary Functional Domain

Technology and Product



Keerti leads Aruba's strategic direction and operations, working to define the new era of the digital workplace and IoT while continuing as a market leader in enterprise networking. He lead's Aruba's mission to help customers capitalize on opportunities by delivering secure edge-to-cloud solutions that use AI and machine learning to make things simpler, faster, and more automated for IT, while harnessing data to drive powerful business outcomes. Prior to founding Aruba, he held leadership roles in product management, technology marketing and engineering at Cisco, Intel and leading networking startups such as Shasta Networks (acquired by Nortel).

## 2. CEO & Business Head

### A Visionary



**aruba**

a Hewlett Packard  
Enterprise company

2020  
Revenue  
\$3Billion

With a vision to enable secure mobility for enterprises of all sizes, Keerti founded Aruba Networks in 2002 and brought to market Aruba's industry-leading Mobile First Architecture, catalyzing the era of workplace mobility with secure enterprise Wi-Fi.

He led Aruba through its IPO in 2007, through Aruba's acquisition by Hewlett Packard Enterprise in 2015 for USD 3 Billion.

He then brought together all of HPE's Intelligent Edge portfolio under the Aruba division.

In 2002, Keerti saw the rise of mobile phones, recognized the power of mobility, and identified an opportunity to disrupt the traditional wired local area network. **“Why should anyone have to return to their desk to access, share data, and collaborate?” he often asked himself.** At about the same time, Wi-Fi networks began to pop-up, but PC companies weren't integrating the nascent technology into notebook computers and there were concerns around scalability and security. While the larger infrastructure providers were focused on refining fixed networking solutions, Keerti saw an opportunity. Furthermore, as an engineer himself, he recognized that most IT administrators struggled to manage the complexities of networking—often moving from one problem to the next with a “hair on fire” mentality. He believed he could also deliver simplicity. He picked the name Aruba, hoping to conjure up the image of a relaxing visit to the beach.

## 3. BOD Experience

Primary focus - Startups



Keerti serves as an advisor and an angel investor to transformative Silicon Valley startups across diverse markets including wireless, security, data center, social networking, healthcare, sports and construction.

Key Committees Experience

- ❖ Technology
- ❖ Mergers and Acquisitions
- ❖ Governance
- ❖ Nominating Committee
- ❖ Executive Compensation

## 4. International Experience

### Global Markets and Global Teams



aruba

a Hewlett Packard  
Enterprise company

7000+

Employees

7

Regions Served Worldwide

Keerti, in his current role at Aruba, leads 7000+ Global Employees based out of 7 Regions Served Worldwide.

# 5. Human Capital Management

## CEO driven People Culture

aruba

a Hewlett Packard  
Enterprise company



Vision/Customer Focused

Culture

Teams feel fulfilled in their career journey

Inclusive Leadership

Employee Wellbeing (Monetary and non-monetary)

Keerti, in his current role at Aruba, leads executive compensation and the People experience strategy.

## 6. Finance / Capital Allocation



## 7. Accounting / ACFE



Keerti, in his current role at Aruba, has leadership oversight but no direct experience in these functions

## 8. Government & Public Policy



Keerti, in his current role at Aruba, has leadership oversight and through his team, drives the strategy around Aruba's Government Relations.

Aruba has long been a leader delivering secure networking to all parts of the Federal government. Aruba delivers secure, scalable mobile solutions to support military and civilian agencies, and works in partnership as agencies continue to move more services to the cloud.

## 9. Marketing and Sales



One key barometer of success in the tech world is reaching the \$1B revenue mark. Not only did Aruba achieve that (it is \$3B today) but it did so in the span of only nine years.

This was driven through Keerti's vision, ability and timing of his execution.

There was a relentless focus on the customer and key stakeholders such as developers and channel partners..

## 10. ESG



HPE's (and its subsidiaries) Annual ESG disclosure shows company's investment in people, the environment, and doing business the right way.

- ❖ HPE intensified focus on culture, launching “Work that Fits your Life” program featuring 6 months of paid parental leave
- ❖ HPE reduced its carbon footprint by 47% in just four years; launched new goal to reduce carbon footprint in its transportation logistics 35% by 2025
- ❖ For the first time ever, HPE disclosed racial diversity statistics, an important step in holding itself accountable for promoting racial justice and inclusion

# 11. Risk Management



Keerti, in his current role at Aruba, has leadership oversight, product and functional knowledge of Risk Management Solutions, Risk Assessments, Business Resiliency and Enterprise Security.

They form a part of Aruba Networks' core value proposition and product portfolio.

## 12. Corporate Governance



Keerti, in his current role at Aruba, has leadership oversight of Corporate Governance, as an HPE subsidiary. He was responsible for leading the M&A activity with HPE.

Under the broader HPE umbrella, all aspects related to Business Conduct, Legal and Corporate Reputation, are prescribed for Aruba's employees under his leadership.

# 13. Technology / Systems



Keerti has been granted multiple patents for innovations in the field of networking and communications. He was honored by Purdue University as an Outstanding Electrical and Computer Engineer in 2009.

## Representative Sample of Patents Granted

[Overlaying virtual broadcast domains on an underlying physical network](#)

[Per-user firewall](#)

[Initiating peer-to-peer tunnels](#)

[Overlaying virtual broadcast domains on an underlying physical network](#)

[Band steering for multi-band wireless clients](#)

[Peer-to-peer forwarding for packet-switched traffic](#)

[Band steering for multi-band wireless clients](#)

[System and method for advertising the same service set identifier for different basic service sets](#)

[System and method for advertising the same service set identifier for different basic service sets](#)

[System and method for advertising the same service set identifier for different basic service sets](#)

[System and method for advertising the same service set identifier for different basic service sets](#)

[Reconfigurable access point](#)

[Modular radio access point](#)

## 14. Business Ethics



Keerti, in his current role at Aruba, has leadership oversight of Business Ethics, as an HPE subsidiary.

Under the broader HPE umbrella, all aspects related to Business Conduct, Whistleblower Policy, Ethics and Compliance, are prescribed for Aruba's employees under his leadership.