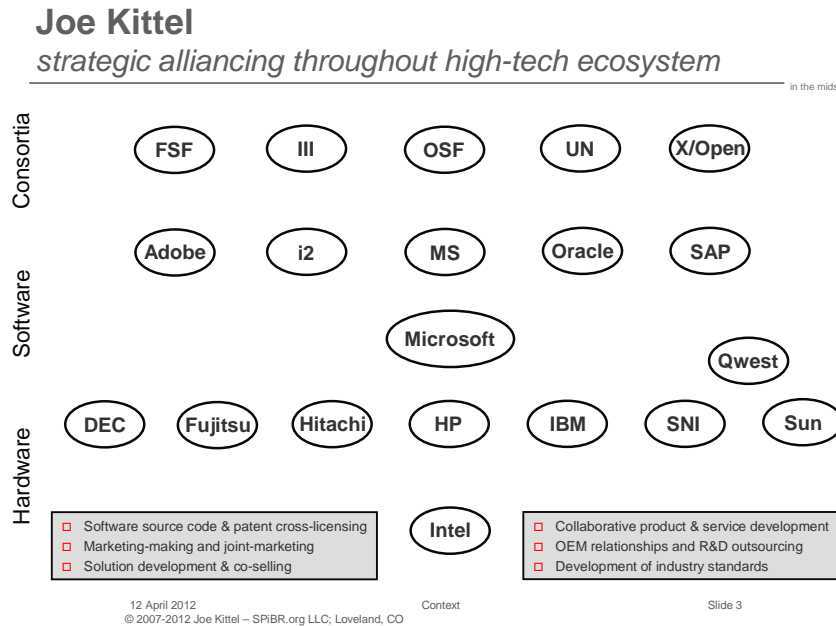# Joe Kittel

Joe is changing the world by consulting with businesses and coaching individuals in strategic alliance management.[1] He wrote the book *Spiritual Principles in Strategic Alliances: transform status quo mediocrity into greatness*.[2] He helped found GP+S, Inc., a U.S. subsidiary of a German alliance-oriented business development consultancy. Since 1989 Joe has focused on the establishment, development and management of strategic alliances. While at HP he established and developed alliances on behalf of the following HP businesses: enterprise sales, software development solutions, enterprise systems, corporate, hosting & outsourcing services, and imaging & printing.

The graphic below illustrates the companies and types of alliances Joe established and managed for HP.

Partners and types of alliances – nearly every high-tech company and nearly every form of alliance.

Joe's philosophy is grounded in *The Program on Negotiation*, personal experience (16 years as a strategic alliance manager), coursework and independent study. He helped develop alliancing and negotiating training at Hewlett-Packard (HP) and presented at the Wharton School of Business on how to partner with Microsoft. Joe was a pre-founding member of the Board of Directors of the *Association of Strategic Alliance Professionals*.

In 1997 Joe helped establish HP's corporate-wide strategic alliance with Microsoft, driving collaboration in its most strategically-sensitive and contentious area – UNIX/NT interoperability. Afterward, he led an HP-wide team of over 125 Microsoft alliance managers throughout HP, leading negotiations and consulting with various HP businesses. This work increased effectiveness by helping others span the strategic and cultural chasms between these two high-tech behemoths. The culmination of Joe's alliancing work at HP was the establishment of the first strategic alliance between SAP and HP's printing business (IPG) in 2005. The alliance's $300M catalyst deal was an exercise in persistence and tenacity, necessitating the embodiment and use of practical spiritual principles. This alliance is now valued at over $1.2B a year by Hewlett-Packard.

Joe has received numerous awards and acknowledgements, including the following: plaque from HP for perseverance and tenacity; award from Bill Gates and Lew Platt; HP leadership and perseverance award; his book and whitepaper designated as Best Practices by the *Association of Strategic Alliance Professionals*; and a *Make a Difference Day* and *Points of Light Foundation* award for his hometown, Loveland, Colorado.

Joe graduated Magna Cum Laude in electrical engineering (semi-conductor physics & VLSI design) from the University of Utah, EE honor society president. He has four children and lives near Loveland, Colorado.

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[1] For another perspective into Joe's life that complements this biography, read www.spibr.org/joe_kittel_story.pdf (2 pgs).

[2] Excerpts from this book have been selected and published as an ASAP Best Practice Bulletin, a monthly membership bulletin for by the *Association of Strategic Alliance Professionals* and the book was sold to the UN.