

MALIMA COLIN

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Malima is an accomplished tech industry finance executive with over 25 years of experience at a global Fortune 200 company. She is known for driving both organic and acquisitive growth, transformative initiatives, and delivering strong outcomes that enhance shareholder value. A growth-oriented leader, Malima combines relentless innovation with operational excellence, offering a global perspective shaped by her experience living and working on three continents.

In her most recent role, Malima served as CFO of Hewlett Packard Enterprise's Servers & AI Business Unit, which generates \$16 billion in annual revenue—over 50% of HPE's total. In this role, she led a team focused on FP&A, pricing, capital allocation, and driving profitable growth in a highly competitive market. Previously, as CFO of HPE GreenLake Cloud Services Business Unit, she was part of the team who spearheaded the company's strategic shift to selling solutions as-a-service, achieving over 50% growth in Cloud Services orders, a 30% increase in ARR, and expanded operating margins.

Over her 26-year tenure at HPE, she has managed software, hardware, and services P&Ls, at various stages of maturity, both globally and regionally. Malima has also led the finance function in two major M&A transactions, overseeing pre-acquisition due diligence and full integration within HPE. Her broad experience enables her to balance strategic vision with tactical execution, consistently building high-performing, diverse, and collaborative teams.

Malima currently serves as a Global Advisory Board Member of The CFO Alliance, leveraging her expertise to shape the future of finance leadership through strategic insights, technology innovation, and community engagement.

Outside of her professional life, Malima is a dedicated mentor to high school and college students, as well as to emerging and established professionals.

Originally from Senegal, Malima completed her studies in France, where she began her career at HPE, before relocating to the United States, where she has lived for 22 years. She holds master's degrees in industrial engineering from Grenoble INP and in finance and strategy from Université Paris Dauphine.