



**Florence D. Hudson**  
**Energy & Environment Executive, IBM Corporate Strategy**  
**IBM Corporation, New Orchard Road, Armonk, NY 10504**

Florence Hudson is the IBM Energy & Environment Executive in IBM Corporate Strategy, responsible for strategies and execution plans for “green” solutions to benefit clients in their goals to improve their impact on energy & the environment worldwide. These “green” solutions include energy efficient technologies and services, green datacenters, water management, intelligent transportation systems, intelligent utility networks, carbon management, intelligent buildings, cap and trade systems, and alternative energy research.

Ms. Hudson has held a variety of leadership positions in IBM, including Vice President of Marketing & Strategy for IBM System z mainframes globally. She was also an executive-on-loan and IBM Vice President of Strategic Planning to the Society of Women Engineers, where she developed and executed new programs to inspire more girls and women to pursue careers in science, technology, engineering and mathematics worldwide.

Ms. Hudson has served as Vice President of Strategy and Marketing and acting Chief Technology Officer for the IBM Global Industrial Sector, responsible for strategic business growth and increased value for IBM’s clients in aerospace, defense, automotive, chemicals, petroleum, electronics and industrial products businesses globally. She was also IBM Vice President of Corporate Strategy responsible for Strategic Growth for IBM. Prior to IBM, Ms. Hudson worked for Hewlett-Packard. She also worked as an Aerospace Engineer at Grumman Corporation and the NASA Jet Propulsion Laboratory on projects such as solar power satellites, the space shuttle and future missions around Jupiter.

Ms. Hudson graduated from Princeton University with a Bachelor of Science degree in Mechanical and Aerospace Engineering, and has attended and presented at executive education at Harvard Business School and Columbia University. She has lectured widely on Energy & Environment initiatives, and leveraging innovation and diversity. She is an active member of the Society of Women Engineers (SWE), and served as the first Special Director of the SWE Board of Directors. She was honored with the 2008 SWE Upward Mobility Award for her exemplary business and technical leadership, and for serving as an outstanding mentor and role model for women worldwide. She is an active proponent for IBM’s Women in Technology Initiative, encouraging young people to pursue careers in science, technology, engineering and mathematics. She is married and has two children.