

## Bruce Claflin '73

Bruce Claflin of Palo Alto, Cal., a remarkably successful business professional and original thinker in the competitive field of computer technology, has kept strong ties to Penn State. He graduated from Penn State with a bachelor of arts degree in political science in 1973 and has maintained a strong connection ever since. He has stayed connected through a career that has taken him to IBM, Digital Equipment Corp., and now 3Com. In 1998, he received the distinction of Alumni Fellow.



Claflin's rise in the business world has been meteoric: in just five years he went from general manager, products and brand management of IBM's personal computer unit to 3Com Corporation's president and CEO. Not least among his accomplishments was his key role in the introduction of IBM's wildly successful ThinkPad line of products as well as transforming Digital and 3Com.

Since 2001, he has served as chief executive officer and president of 3Com Corporation, Santa Clara, Cal., which produces networking products and solutions for enterprise and telecommunications customers. Claflin originally joined 3Com as president and chief operating officer in 1998. Previously, Claflin had served as senior vice president and general manager, sales and marketing for Digital Equipment Corporation where he had also served as vice president and general manager of the Personal Computer Business Unit. Claflin was also an executive officer of the company and Executive Committee member.

His distinguished career in the field of technology began with a 22-year run with IBM, where he held sales, marketing, and general management positions, including assistant group executive and general manager responsible for all of IBM's operations in Asia and South Pacific, excluding Japan. In 1992, he joined IBM's PC Company as general manager of mobile computing. Later he held the positions of president, PC Company Americas and general manager, Products and Brand Management.

Claflin has been a consistent supporter of Penn State over many years. At present, he is a member of the College of the Liberal Arts Grand Destiny Campaign Committee through which he provides significant advice and support to the college as well as other areas at Penn State.

He has played a leadership role in leveraging support for Penn State. While at IBM, he oversaw the shared university research program, during which IBM granted several million dollars of cash and equipment to support research initiatives in the interest of Penn State and IBM. Through Claflin's advocacy at IBM, they provided more than \$200,000 in equipment for the Center for Language Acquisition. 3Com is also a major contributor to the School of Information Sciences and Technology, providing a grant of cash and equipment worth \$1.5 million. Of his support of the University, Claflin has said, "I hope my involvement improves the quality of education, resulting in more learned and capable students graduating from the University."

Clafin also gives dedicated service as a member of the board of directors of Time Warner Telecom, as well as his own company's board.

He is married to Kerry with whom he enjoys a family of three children: Christopher, Elizabeth, and Amy.

\*This career summary is excerpted from the 2002 Distinguished Alumni Awards Ceremony booklet (2002, The Pennsylvania State University).