Dell picks new leader for tech consulting arm

The Associated Press

Dell Inc. has named a new executive to run its technology consulting service as the company intensifies its focus on more profitable operations outside its struggling personal computer business.

Suresh Vaswani is taking over as president of Dell Services as part of a reshuffling announced Wednesday. He replaces Steve Schuckenbrock, who will leave the company at the end of March after assisting in the transition.

The job is a key one for Dell, which expanded its technology consulting services with the 2009 acquisition of Perot Systems for $3.9 billion.

Like rival Hewlett-Packard Co, Dell is trying to sell more business software and consulting services because they generally bring in more money than personal computers. The PC industry has become even less attractive during the past two years as more people and companies embrace the convenience of smartphones and tablets, buying fewer laptops and desktop machines.

Dell's revenue has been slipping during the PC downturn, contributing to a 29 percent decline in its stock price so far this year. The shares picked up six cents to close Wednesday at $10.37.

Schuckenbrock had held various jobs since joining Dell in 2007.

Vaswani, 52, joined Dell last year after 25 years at another technology consulting company, Wipro. He had been running Dell's application and business process outsourcing division before Wednesday's changes.

In his new role Vaswani will report to Dell CEO Michael Dell and will be based in Plano, Texas. That's about 180 miles from Dell's Round Rock, Texas, headquarters.

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