

Executive biography



Bruce W. Dahlgren

Senior Vice President, Worldwide Enterprise Sales, Imaging and Printing Group

Hewlett-Packard Company

As senior vice president of Worldwide Enterprise Sales for HP's Imaging and Printing Group (IPG), Bruce Dahlgren is responsible for developing the global go-to-market strategy for top commercial and public sector customers, and implementing a consultative solutions approach tailored to vertical industries.

In this role, Dahlgren will lead the development and implementation of integrated solutions. This will consist of technology applications and services to assist large enterprise customers with information workflow challenges. Additionally, he will aim to integrate the activities of IPG with HP's Technology Solutions Group (TSG) Sales and Service.

Prior to joining HP in January 2006, Dahlgren served as vice president and general manager, North America for Lexmark International, in Lexington, Kentucky. During his six-year tenure, Dahlgren led Lexmark's transformation from a traditional product orientation to a solutions and services approach. He was responsible for sales, marketing, services, channels, supplies, finance and operations.

During the 15 years prior to Lexmark, Dahlgren held senior management positions at NCR Corporation and AT&T. While at NCR, Dahlgren served as vice president for the Teradata Solutions Group. His responsibilities included domestic operations, sales, services and marketing of NCR's data warehouse solutions.

Dahlgren holds a bachelor's and master's degrees in business administration from Stetson University and is a graduate of the Wharton School Executive Education Program. The Direct Marketing Association also named him "Business to Business to Business to Business Marketer of the Year" in 2005.

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com

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