

Executive biography



Karl Schwenkmeyer

Vice President of Marketing, Inkjet Systems, Imaging and Printing Group

Hewlett-Packard Company

Karl Schwenkmeyer is the vice president of marketing for Inkjet Systems. In this role, Karl leads both current and future product marketing. He is responsible for helping to develop and drive the IJS SPAR plan and work with the regions to ensure the organization achieves its ASPIRE goals. Prior to this role, Karl served as vice president of Category Business Management for the Consumer Imaging and Printing (CIP) global business unit.

From 2001 until 2003, Karl was the vice president of marketing for Personal Printing, which included new product and portfolio definition and strategy. Karl led marketing for the All-in-One (AiO) business from 1999 to 2001 as AiO was becoming established as a mainstream category. Prior to that role, Karl was responsible for the regional go-to-market efforts in Asia; first in Japan and then in Singapore. Having worked both in the commercial segment with the DesignJet business and the consumer segment with the DeskJet and PhotoSmart businesses, he brings a balanced customer experience perspective to his current role.

Karl holds a bachelor's degree in mathematics from UCLA, and a master in business administration from Harvard University. He resides in San Diego, California with his wife and two children.

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