

Executive biography



Larry Tracy

Marketing Manager, Graphics and Imaging Business, Imaging and Printing Group

Hewlett-Packard Company

Larry Tracy is a marketing manager for the Graphics and Imaging Business in the Imaging and Printing Group at HP. In this role, he has worldwide responsibility for marketing activities to the graphic arts segment as well as new business creation for the graphics and imaging business.

Tracy has held various information technology, marketing and management positions within the company, including systems analyst for the Boise, Idaho printing division, and market development manager for HP LaserJet printers, where he helped lead the development of the retail distribution channel.

Tracy was also the future product marketing manager for the business LaserJet division. Here, his responsibilities included the marketing, definition, development and introduction of PCL 6, as well as several lines of LaserJet products, including a LaserJet multi-function. Prior to his current assignment, Tracy was responsible for the management of Digital Front Ends, workflow solutions and partner solutions for HP Indigo Digital Presses.

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