

# HP ENTERPRISE IMAGING AND PRINTING PRESS AND ANALYST CONFERENCE

October 3, 2006



## WORLDWIDE

Vyomesh Joshi (VJ) – Executive Vice President  
HP Imaging and Printing Group

Joshi is executive vice president of HP's Imaging and Printing Group, a \$26 billion annual business that encompasses inkjet, LaserJet and commercial printing, printing supplies, digital photography, entertainment, graphics and managed services. In the last five years under Joshi's leadership, IPG has grown revenue from \$19 billion to \$26 billion and doubled its operating profit to \$3.8 billion. Joshi spearheads HP's drive to become not merely the world's premier printer company, but the world's premier printing company. Joshi joined HP in 1980 as a research and development engineer and has held various leadership positions.

Bruce W. Dahlgren – Senior Vice President, Worldwide Enterprise Sales  
HP Imaging and Printing Group

Dahlgren is responsible for developing IPG'S global go-to-market strategy for top commercial, public sector and graphic arts customers, and implementing a consultative solutions approach tailored to vertical industries. Dahlgren will lead the development and implementation of integrated solutions, which consist of technology applications and services to assist large enterprises with their information workflow challenges. He will also aim to integrate the activities of IPG with HP's Technology Solutions Group Sales and Service. Through mid-January, 2007, Dahlgren's activities in all these fields will be focused exclusively on projects and customers in Europe, the Middle East, Africa, Latin America and the Asia-Pacific region.

Gary Cutler – Vice President and General Manager, Digital Printing Technologies Inkjet Systems  
HP Imaging and Printing Group

Cutler is responsible for research and development, as well as manufacturing strategy, for high-end thermal inkjet multifunction products. Joining the company in 1981, Cutler has served roles ranging from research and development engineer to Software Lab manager to division manager. Under Cutler's leadership, Digital Printing Technologies has introduced innovative leading-edge technologies, including HP's first off-axis ink product, the HP2000 Professional Series printer.

Vince Ferraro – Vice President of Marketing, LaserJet Business  
HP Imaging and Printing

Ferraro is responsible for the operations of all worldwide category business management activities, including ensuring that product line strategies and messaging are aligned, implemented and tuned within the regional organizations. He also manages category functions like forecasts, pricing, product portfolio, introductions, rollovers, competitive response, and supply in an integrated way to enable risk management of business plans at a worldwide level. In addition, Ferraro's team also develops specific initiatives to ensure the various product lines meet their market share goals and operations plan commitments.

Pradeep Jotwani – Senior Vice President, Supplies  
HP Imaging and Printing Group

In leading the Supplies organization, Jotwani is responsible for inkjet supplies, LaserJet supplies, photo media, original equipment manufacturer applications and new business models for emerging markets. During his time at HP, Jotwani has formed the Consumer Business Organization, HP's first formal sales and marketing organization focused specifically on the consumer market, and served as HP's executive sponsor for customer relationship management and founded hpshopping.com, HP's award winning e-commerce store.

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Hatem Mostafa – Senior Vice President, Inkjet Systems  
HP Imaging and Printing Group

Mostafa is responsible for IPG's worldwide strategy for inkjet printing products, including HP DeskJet, OfficeJet and All-In-One products, scanners and high-end inkjet products. Over the course of his 26-year career at HP, he has held a number of key management positions, including as vice president and general manager of the Multifunction Systems and Infrastructure Organization, vice president and general manager of the Shared Printing Organization, and general manager of the Mid-Range LaserJet Division.

George Mulhern – Senior Vice President, LaserJet Business  
HP Imaging and Printing Group

Mulhern is senior vice president of HP's LaserJet organization. Previous to this position, he was senior vice president of Enterprise Imaging and Printing for the company. During his 20 years with HP, Mulhern has held a number of other senior management positions leading HP's move into key markets including multifunction printing, graphics arts, printing services, publishing and networking and connectivity.

Stephen Nigro – Senior Vice President, Graphics and Imaging Business  
HP Imaging and Printing Group

Nigro directs the Graphics and Imaging Business (GIB), which is responsible for IPG's graphics businesses, generating new imaging system businesses and developing new printing and non-printing technologies. Under Nigro's direction, GIB develops compelling solutions for the industrial, commercial printing and graphics segments, and consists of digital projection systems and the new "Halo" virtual conferencing systems. GIB is also responsible for developing HP's own printing technologies.

Rich Phelan – Vice President, Marketing, LaserJet Supplies  
HP Imaging and Printing Group

Phelan is responsible for developing a winning product portfolio to capture and sustain faster than market growth of the laser printer installed base, as well as to ensure a profitable and growing aftermarket annuity. Phelan oversees marketing functions such as future product marketing, current business management including technical marketing, supplies category new product programs and business planning. During his 19 years with HP, Phelan has also led the marketing team at the Business Printing Division in Singapore and held key marketing and management positions in the DeskJet printer business.

## CANADA

Lloyd Bryant – Vice President & General Manager  
HP Imaging and Printing Group, Canada

Bryant has overall responsibility for all aspects of HP's IPG business in Canada including sales, marketing, operations, supply chain and customer support. Additionally, Bryant has is responsible for HP Canada's Consumer Segment, as well as HP Canada's Graphics Imaging Business and online shopping assets targeted at consumers and small- and medium-sized businesses.

Peter Grady – Vice President for Commercial Marketing and Channel Sales  
HP Imaging and Printing Group, Canada

Grady is responsible for leading the marketing and category business operations for the commercial IPG customer segment. He is also responsible for sales of IPG products sold through HP distribution and reseller partner organizations. Grady has over 27-years of operations and product marketing experience in the Canadian electronics and IT industry, including 20-years in hardcopy imaging and printing organizations.

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## **EUROPE, MIDDLE EAST AND AFRICA**

Jan Riecher – Vice President, Enterprise Go to Market Unit  
HP Imaging and Printing Group, Europe, Middle East and Africa (EMEA)

Riecher is responsible for the profitable revenue growth of all IPG products, services and solutions for the Enterprise customer segment. Prior to this role, Riecher managed the Corporate Enterprise & Sales Organization for IPG EMEA, where he was responsible for defining and driving IPG's sales strategy in this customer segment. Riecher is based in Boeblingen, Germany.

Ulrike Weida-Wadenpohl – Director, Enterprise Marketing  
HP Imaging and Printing Group, Europe, Middle East and Africa (EMEA)

Weida-Wadenpohl is responsible for demand generation in the enterprise/public sector. Prior to this position, Weida-Wadenpohl was the German business category manager for IPG Germany, where she was responsible for maximizing revenue, market share and growth for the consumer and commercial IPG categories. Weida-Wadenpohl has a B.A. in Business Education from College of Business Pforzheim, Germany.

## **ASIA PACIFIC AND JAPAN**

Kelly Tan – Vice President, Enterprise/Specialty Printing  
HP Imaging and Printing Group, Asia Pacific and Japan

Tan is responsible for driving business growth in the Enterprise/Specialty Printing business for IPG Asia Pacific & Japan, including establishing HP's market share and presence for the multi-functional products, large format printers, print services and solutions, and the newly acquired businesses of HP Indigo Digital Presses and HP Scitex. Prior to this position, Tan was Vice President for South East Asia's IPG business and general manager of HP Singapore's Consumer Business Organization.

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## LATIN AMERICA

Fabio Bottallo – Marketing Manager  
HP Latin America

Bottallo is responsible for communicating HP's brand to customers, providers, media, and consumers within Latin America. He also oversees regional advertisement and PR campaigns. Bottallo has held a number of positions within the company, including Marcom Manager, HP Brazil, where he managed all HP marketing, advertisement, PR, and promotion programs within the country.

Alfredo Cors – Manager  
Corporate Business and Graphic Arts Unit, HP Latin America

Cors oversees the development of HP's imaging and printing business for the corporate, public, and graphic arts sectors within Latin America. Since he joined the company in July 1992, Alfredo has held several positions, including laser and large format printing manager, where he was responsible for implementing strategies to drive the leadership of the HP LaserJet and HP DesignJet lines within the Latin American market.

Carlos T. Ochoa – Manager  
Imaging and Printing Business Development, HP Latin America

Ochoa is responsible for leading the Managed Printing Services business and the marketing related activities for the Enterprise segment in Latin America. Since he joined HP in 1988, he has held a variety of jobs in the Support, and Sales and Marketing fields such as Technical Marketing Manager for PC's and Servers for the Latin America Region, Personal Computer Products Marketing Manager for Central America and the Caribbean, and Commercial Imaging and Printing Categories Manager for the Latin America Region.