

Executive biography



Vincent Ferraro

Vice President of Marketing, LaserJet Business

Hewlett-Packard Company

Vince Ferraro leads marketing for the LaserJet Business global business unit at HP. In this role, he is responsible for all worldwide marketing activities for HP's portfolio of single-function and multifunction mono and color laser printers, as well as the connectivity solutions and partner programs that support these products.

Prior to this role, Ferraro was the vice president of category marketing of the Business Imaging and Printing unit. Ferraro also held a similar role for Consumer Imaging and Printing Products. Prior to this, he was the North American channel marketing director for commercial national accounts, with responsibility for PCs, servers, printers and storage.

Ferraro has been a part of HP's imaging and printing business since 1983. His positions have included division and region management roles in sales development, finance, marketing and category operations functions, based in Boise, Idaho, and San Diego, as well as in the Asia Pacific, EMEA and Americas regions.

He received a bachelor of science in business administration from San Diego State University and a master of business administration in marketing and finance from the W.P. Carey School of Business at Arizona State University.

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