



Enrique Lores

Vice President and General Manager, Inkjet Commercial Division and Site Manager, HP Barcelona

Hewlett-Packard Company

As vice president and general manager of the Inkjet Commercial Division at HP, based in Barcelona, Spain, Enrique Lores has worldwide responsibility for the HP Designjet inkjet printer business, including large and wide-format printers.

Lores joined the company in 1989 as a research and development engineer and project manager in both the San Diego and Barcelona labs. He then moved to the marketing department, where he managed the overall CAD portfolio and later became the product marketing manager for the definition and introduction of future HP Designjet large-format printing products and solutions.

In 1988, Lores was appointed manager of Wide Format Operations. In 1999, he worked with Inkjet Commercial Division as a marketing manager responsible for the worldwide marketing of HP large-format printers. One year later, Lores was named Digital Publishing Solutions marketing manager with worldwide responsibility for the commercial printing market.

Prior to his current appointment, Lores was the European vice president for Commercial Products in the Imaging and Printing Group.

Lores holds a bachelor's degree in electrical engineering from the Polytechnic University of Valencia and a master's degree in business administration from ESADE in Barcelona.

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