



## Alon Bar-Shany

Vice President, Indigo Division

### Hewlett-Packard Company

Alon Bar-Shany is vice president of the Indigo Division of HP. Based in Israel, Bar-Shany co-leads the Indigo Division, along with Isidre Rosello, in creating best-in-class digital presses for both the commercial and industrial printing markets.

Previously, Bar-Shany was responsible for managing the Indigo hardware and supplies business in Europe, the Middle East and Africa (EMEA) and ensuring coordinated response to customer needs across the customer touch points. He has been a member of the Digital Publishing Solution staff over the past two years and was responsible for the indirect Digital Press business in Asia Pacific, Latin America and EMEA.

During this period, he led the cross-organizational effort focusing on the industrial segment of the Digital Press business. He served as the chief financial officer of Indigo from 1998 until 2002 and, prior to that, as corporate vice president of Finance from 1995.

Bar-Shany joined Indigo from Israel Chemicals Ltd., where he held various executive positions in finance, strategic planning and business development.

### Bar-Shany

holds a bachelor's degree in history and economics and a master's degree in business administration from the Hebrew University in Jerusalem.

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