



## Alon Bar-Shany

Vice President and General Manager, Indigo Division

### Hewlett-Packard Company

Alon Bar-Shany is vice president of the Indigo Division of HP. Based in Israel, Bar-Shany leads the Indigo Division 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 EMEA and ensuring coordinated response to customer needs across customer touch points. He has been a member of the Digital Publishing Solutions staff, 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 is a native of Israel and holds a master's degree in business administration and a bachelor's degree in history and economics from the Hebrew University in Jerusalem.

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