



Rich Phelan

Vice President, Marketing LaserJet Supplies, Imaging and Printing Group

Hewlett-Packard Company

Rich Phelan is vice president of marketing for the LaserJet Supplies business in the Imaging and Printing Group at HP. In this capacity, he 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.

Prior to his current appointment, Phelan led the marketing team at the Business Printing Division in Singapore where he was responsible for future product marketing activities of the division's products encompassing workgroup, mobile, and wide-format printing categories. Appointed in November 2000, his key responsibilities included charting marketing strategies to grow worldwide market share of business inkjets, managing portfolio line-up with R&D, and promoting HP's overall color in the office strategy.

Phelan joined HP in 1987 and has held key marketing and management positions in the fast-moving DeskJet printer business. They include forecasting and business management, current and future product marketing, as well as new business development to establish HP as one of the leading brands in the worldwide consumer printing market.

Phelan holds a bachelor's degree in industrial engineering from the California Polytechnic State University, and a master's degree in business administration – marketing from California's Santa Clara University. He is based in Boise, Idaho.

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