



## Sam Taylor

Senior Vice President, Consumer Direct

### Hewlett-Packard Company

As senior vice president of Consumer Direct at HP, Sam Taylor has worldwide responsibility for direct sales of the company's portfolio of computing, imaging and printing technology products to consumers and home-based businesses. His responsibilities include oversight of the HP Home & Home Office Store, HP's award-winning, direct-to-consumer e-commerce store in the United States, as well as the global HP.com website, present in more than 70 countries and 35 languages.

Taylor has more than 13 years of experience in retail, e-commerce, direct marketing and international business. Previously, he was senior vice president of Online Stores and Marketing for Best Buy. Prior to that, Taylor spent more than four years leading e-commerce and international businesses for Lands' End.

Taylor also worked with The Walt Disney Company as European regional director for The Disney Store Online and The Disney Catalog. He previously worked for nine years at the strategy consulting firm Bain & Company in the retail, consumer products and customer retention practice areas.

Taylor graduated summa cum laude with a bachelor's degree in chemical engineering from Brigham Young University and earned a master's degree with honors in business administration from Harvard Business School. For the past three years, he has served on the board of directors of Shop.Org, the online retailing arm of the National Retail Federation.

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