



# myIPGpages Print 2.0 : Unlocking the POWER of PRINT



**Sam Taylor**  
Senior Vice President  
Consumer Direct  
HP Home & Home  
Office Store, HP.com  
HP 1 Year  
San Diego, CA, USA

"HP.com is the world's window into HP. Our goal is an online experience that is engaging, empowering, informative and intuitive. We make it easy for customers to learn about our great HP products, determine which are right for them, and then purchase those products directly from us or from one of our channel partners.

We offer our customers the Three Cs: Choice, Convenience, and Confidence. The choice to buy directly from HP or from a channel partner. The convenience of shopping from home 24/7 and having HP products delivered. And the confidence in knowing you have selected the HP products that are right for you."

## Favorite photo



The Taylor clan on Maui with some fowl friends

## My links

- [www.google.com](http://www.google.com)
- [www.yahoo.com](http://www.yahoo.com)
- [www.expedia.com](http://www.expedia.com)
- [www.karaokestar.com](http://www.karaokestar.com)
- [www.hp.com](http://www.hp.com) (OK, so I'm a little biased!)

## My interests

- **Musical talents:** piano, tenor sax, clarinet and karaoke ("go to" song: Rebel Yell by Billy Idol)
- **Sports:** Skiing, snorkeling and bodysurfing
- **Favorite city:** Paris
- **Languages:** Fluent Spanish and conversational French
- **Favorite movie:** Star Wars (Episode IV, A New Hope)—my kids just watched it with me for the first time and loved it!
- **Favorite travel destinations:** Maui, St. John and Orlando
- **Family:** Married, three daughters

## Firsts

- **First introduction to Web 2.0:** A conference in 2004
- **First HP printer:** LaserJet IIC, bought in 1988 for my wife

## My Consumer Direct and HP.com business

- My Role: Worldwide responsibility for direct sales of HP's portfolio of computing, imaging and printing solutions to consumers and home-based businesses
- HP Home & Home Office Store: HP's U.S. direct-to-consumer business; the trusted source for the broadest selection of HP consumer technology products
- HP.com: HP's online destination for its products and services. HP.com currently is available in more than 70 countries and 35 languages

## My yearlong focus

- Provide customers with a world-class online experience which...
  - Is a dynamic, interactive, informative and easy to use destination for customers to learn about and purchase HP products and services
  - Educates and inspires customers about how to use and make the most of their HP products
  - Incorporates Web 2.0 technologies and capabilities
  - Drives incremental growth for HP in both the direct and indirect/retail channels
  - Is complemented by a world-class telephone sales and after-sales support experience

## My customers

- Consumers and home-based businesses worldwide for consumer direct
- Small and medium businesses, large enterprises businesses, government and educational institutions, and graphic arts businesses for HP.com worldwide

## Consumer Direct and HP.com achievements

- Strong Q2 U.S. consumer direct revenue growth year-on-year, outpacing the industry
- HP Home Store among Top 10 sites for customer satisfaction in Foresee Results Holiday 2006 report
- HP.com among the Top 10 best global sites in Byte Level Research's 2007 Web Globalization Scorecard
- HP Customer Care and HP IT Resource Center received 2007 Best International Web Support Site award
- HP Home Store's call center and five of its employees were named finalists in the 2007 Contact Center World Award competition—winners to be announced in June