



Alberto Bozzo

Vice President and General Manager, Commercial Products, Personal Systems Group – Europe, the Middle East and Africa

Hewlett-Packard Company

Alberto Bozzo is vice president and general manager of Commercial Products for HP's Personal Systems Group in Europe, the Middle East and Africa (EMEA). In this role, he is responsible for the product management, pricing and forecasting for desktops, notebooks, workstations and handheld PCs.

Previously, Bozzo was vice president of Group Marketing for the Personal Systems Group in EMEA, responsible for the group's marketing investment envelope, developing strategic alliances, capitalizing on growth opportunities and driving strategic planning.

Prior to that, Bozzo was vice president of Human Resources and Organization Effectiveness for the Personal Systems Group in EMEA, where he was responsible for developing recruitment strategies and optimizing human resource effectiveness and development.

After first joining HP in Italy in 1988, Bozzo held several sales, account management and marketing positions and subsequently led HP's European Intel server business and, more recently, the Integration Office for EMEA. Prior to joining HP, Bozzo held various technical and marketing positions at Olivetti Italia.

Bozzo holds an engineering degree in industrial electronics from Mestre University in Italy.

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