



Luciana Broggi

Vice President of Group Marketing, Personal Systems Group – Europe, Middle East and Africa (EMEA)

Hewlett-Packard Company

Luciana Broggi is the vice president of Group Marketing for HP's Personal Systems Group in Europe, the Middle East and Africa (EMEA). In this role, she is responsible for marketing, developing strategic alliances, capitalizing on growth opportunities and driving the strategic planning in the region.

Hewlett-Packard Europe
Route du Nant D'Avril 150
CH-1217 Meyrin 2
Geneva, Switzerland
www.hp.com

Previously, Broggi held various roles in HP's Solution Partners Organization in EMEA. Most recently, she was director of Distribution Development and Sales, responsible for distributor financial goals and leading new business model initiatives to improve distributor effectiveness.

She also held the EMEA-based positions of: partner business director for Ingram Micro; channel marketing director, leading both the enterprise and commercial channels, managing the channel marketing programs as well as the commercial channel development programs for wholesalers, corporate and commercial resellers; and channel operations manager, heading channel infrastructure programs.

Broggi has a degree in economics from the Bocconi University in Milan, Italy.