



Chin Hon Cheng

Vice President, Consumer Products and Mobile Business Group Business Unit, Personal Systems Group – Asia Pacific and Japan

Hewlett-Packard Company

Chin Hon-Cheng heads the Consumer Products and Mobile Business Group Business Unit within the Personal Systems Group at HP. Based in Singapore, he is responsible for sales and marketing of consumer desktops as well as driving the dynamic growth of HP's mobility segment of notebooks, handhelds and wireless solutions in the Asia Pacific region including Japan.

Previously, Chin led the Personal Systems Group for the China/Hong Kong region, where he managed all sales and marketing activities and exceeded customer and partner satisfaction goals. Prior to that, he was general manager of HP's Commercial Customer Business Organization, where he implemented the company's commercial customer business strategy and managed key initiatives for commercial customers, channel partners and Solution Centers in the region.

After beginning his career at HP in 1989 as a sales executive, Chin subsequently spearheaded the establishment of HP subsidiary offices in Indonesia, the Philippines and Vietnam and opened new markets in the Indo-China and Indian subcontinent regions. HP's business grew by 85 times over the eight years while he was managing the region.

Chin has thrice achieved HP's prestigious "High Achievers' Club" award and won HP's Asia Pacific Award in 1995 for achievement of best all-round business results. He has also helped HP attain the No. 1 position in reseller satisfaction across Asia Pacific for 2005 and 2006.

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