



Adrian Koch

Senior Vice President
Personal Systems Group

HP Asia Pacific and Japan

Adrian Koch manages HP's Personal Systems Group (PSG) for Asia Pacific and Japan. In this position, Adrian manages all personal systems business in the territory, including manufacturing, sales and marketing. The PSG portfolio encompasses commercial and consumer notebooks and desktops, workstations, thin clients, handhelds and Internet appliances. Adrian is also responsible for driving HP's leadership in the fast growing SMB segment.

Adrian joined HP in 1984 as a field/marketing representative in HP Switzerland. Aggressive and highly motivated, he was promoted the following year to Dealer Account Manager. In 1987, Adrian became Business Unit Manager for the Computer Products Organization in Switzerland.

In 1992, Adrian was appointed Regional Sales Manager for the Computer Products Organization in Europe. Responsible for a vast territory that included his native Switzerland, Austria, Belgium, Scandinavia, Finland, Greece, Turkey, Eastern Europe, the Middle East and Africa, his fluency in German, French and English held him in good stead.

In 1994, Adrian moved to Singapore, accepting the challenging post of Channel Marketing Manager for CPO. Two years later, he was promoted to general manager of the Asia/Pacific Sales Region, covering Consumer and Commercial sales in Korea, Japan, South-East Asia, North-East Asia, India, Australia and New Zealand.

Recognising his extensive experience in every world market, HP named Adrian Koch an HP Vice President in 1998. On January 1, 2000, HP honoured him again, promoting him to General Manager of the Commercial Customer Organization, North American Sales & Marketing, responsible for marketing efforts and sales results in the commercial segment of the North America region.

Just 12 months later, Adrian took the helm as Vice President and General Manager of the Business Customer Organization North America Sales and Marketing and Operations with full P&L responsibility for HP's commercial business, managing operations, sales, and marketing.