



## Michael McAvoy

Director of SMB and Commercial Marketing

Hewlett-Packard (Canada) Co.

Michael McAvoy is the Director of SMB and Commercial Marketing for HP Canada. In this position, he has responsibility for the company's strategic focus on growing the SMB market, as well as managing the marketing plans for commercial products and solutions, which include personal computers, mobile devices and technical workstations.

McAvoy is also responsible for HP's marketing plans through and with commercial channel partners and HP's direct sales teams to customers across all segments and industries. Prior to this position, McAvoy was in charge of Strategic Retail Partnerships on the Channel side for Canada.

McAvoy has almost two decades of industry experience, including nearly eight-years at HP, where he has held increasingly senior positions including Category Business Manager, Product Manager, and Director of Consumer Marketing.

In addition to his current role, McAvoy serves as an HP Canada representative on the Board of Directors for the Information Technology Association of Canada (ITAC).

McAvoy holds a Masters of Business Administration from the Schulich School of Business at York University. He also enjoys spending time with his family, running, and golfing.

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