



Tara Bunch

Vice President, Digital Cameras, Digital Photography and Entertainment

Hewlett-Packard Company

Tara Bunch is vice president and general manager of the digital camera team within the Digital Photography and Entertainment global business unit at HP. In this role, she is responsible for overseeing all digital camera business and product generation activities.

Bunch began her career at HP in 1985 in the Computer Systems Division, where she held a variety of positions in both manufacturing, and research and development. In 1990, she joined the Storage Systems Organization and led research and development for automated network storage systems. In early 2000, Bunch moved to the consumer side of the business, joining HP's Image Capture Division – which eventually expanded to become the Digital Imaging and Publishing organization. She later assumed the role of vice president of HP's digital camera business.

Bunch graduated from the University of California, Berkeley, where she earned a bachelor's degree in mechanical engineering in 1985. She went on to receive her master's degree in business administration at the University of Santa Clara in 1989.

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