



## Kalle Marsal

Director of Marketing, Retail Photo Solutions, Digital Photography and Entertainment

### Hewlett-Packard Company

Kalle Marsal is the director of marketing and product management for the Retail Photo Solutions group within the HP Digital Photography and Entertainment global business unit. The Retail Photo Solutions organization enables retailers to offer their customers in-store digital photo printing and sharing services.

Marsal joined HP in 2002 and has 12 years of marketing, technology entrepreneurship, venture capital and general management experience in digital imaging, telecommunications and other high-technology industries. Most recently, Marsal led the marketing and strategy efforts for HP's entry into the retail photo business. Prior to his current role, Marsal drove strategy and business development for HP's new business ventures organization, focusing on digital photography, software and services.

Before joining HP, Marsal worked for several years as a general manager and venture capital executive, focusing on wireless technology and high-tech ventures. His past experience also includes serving as a senior consultant for Bain & Company, a major strategy consulting firm, leading consulting teams on projects for many Fortune 500 and early-stage companies in the telecommunications and high-tech industries. Additionally, Marsal held several positions in product management, sales and marketing within the bio-tech and medical technology industries.

Marsal has a master's degree in business administration from Stanford University Graduate School of Business where he was honored as an Arjay Miller Scholar. He also holds master's and bachelor's degrees in industrial engineering from Stanford University.

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