



Jim Ruder

Vice President, Photo Specialty Printing, Digital Photography and Entertainment

Hewlett-Packard Company

Jim Ruder is vice president and general manager of Photo Specialty Printing in the Digital Photography and Entertainment business unit at HP. Ruder's organization is responsible for development of photo B-size printers, photo appliance printers and a development lab focused on extending inkjet technology to new business opportunities. The Photo Specialty Printing organization also serves as a go-to-market driver for these categories.

Prior to this role, Ruder was vice president and general manager of the Personal Inkjet Printing organization.

Ruder began his career with HP as a mechanical engineer in 1983, and since that time has held key leadership positions in areas such as inkjet supplies, printer development, manufacturing, and research and development within the All-in-One and Home Imaging businesses. Prior to becoming the manager of the Personal Inkjet Printing team, Ruder was the general manager of the Home Photo Printing organization, and general manager responsible for HP's scanners, digital cameras and photo printers.

Ruder graduated from Kansas State University where he earned a bachelor's degree in mechanical engineering in 1983. He went on to complete the executive program for scientists and engineers (EPSE) at the University of California, San Diego in 1995.

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com