



Executive Biography

Bill DeLacy

Senior Vice President and General Manager – EMEA, Imaging and Printing Group



Hewlett-Packard Company

Bill DeLacy is the senior vice president and general manager of the Europe, Middle East and Africa (EMEA) region in the Imaging and Printing Group (IPG) at HP. He took on this role in May 2007 and is responsible for maximizing IPG profit and revenue growth in the EMEA region, and driving HP's entire consumer go-to-market activities. DeLacy oversees all IPG sales, operational supply chain, marketing, consumer support and category management activities for HP's portfolio of printing solutions for the enterprise, graphic arts, supplies aftermarket, consumer and commercial marketplaces.

Prior to this role, DeLacy was vice president and general manager of HP's U.S. Consumer Business, where he managed a market-leading consumer asset. He was responsible for maximizing revenue, profit and market share in retail for HP's consumer offering for computing, printing and supplies. This responsibility spanned the retail and online channels, and contract outbound sales across 13 categories, 100+ partners and 20,000 outlets and contract stationer branches throughout the United States.

DeLacy joined HP in 1987 as an enterprise sales representative. He then moved into product marketing with a startup division for HP and relocated to Europe as the manager for the rapidly growing Network Printer business. He returned to the United States in 1994 to HP's newly created Consumer business and focused on creating a retail channel presence for HP.

Prior to joining HP, DeLacy worked for Triad Systems Corp. in vertical market sales to the small and medium business segment. He holds a bachelor's degree in marketing and management from Northwood University. He is based in Geneva, Switzerland.

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