



## Executive Biography

### Cathy Lyons

Senior Vice President of Strategic Change Management, Executive Leader of Print 2.0



#### **Hewlett-Packard Company**

Cathy Lyons, senior vice president of strategic change management and executive leader of Print 2.0, is responsible for driving and implementing strategy for HP's Imaging and Printing Group (IPG). Announced in May 2007, Print 2.0 is IPG's business growth strategy that takes advantage of new printing and communication opportunities for consumers via the Internet. HP is targeting high-value digital pages and corresponding ecosystem service and support opportunities in consumer, small and medium business, enterprise and graphics arts markets.

Previously, Lyons was chief marketing officer at HP, responsible for the company's global marketing strategy. In this role, she led HP's worldwide marketing efforts for external communications, internal communications, brand marketing, marketing strategy and excellence, corporate affairs, regional corporate marketing, and total customer experience and quality.

Lyons was also senior vice president of Business Imaging and Printing, a global business unit in IPG. Prior to that, Lyons was vice president and general manager for the Inkjet Supplies division, where she managed and directed development, manufacturing and marketing operations for the consumer and commercial inkjet business.

Lyons also served as vice president and general manager of the Supplies business, where she directed worldwide business operations for multiple imaging and printing platforms, including ink, laser and print media technologies.

Before joining Supplies, Lyons was general manager of HP's LaserJet Solutions Group European operation in Bergamo, Italy, where she was responsible for creating the concept of digital sending. HP Digital Sending technology eventually grew to become a multi-million dollar standalone business and today is integrated into HP's award-winning multi-function printers.

Based in Boise, Idaho, Lyons is a graduate of the University of Colorado, where she earned a bachelor of science degree in business administration and marketing.

Hewlett-Packard Company  
3000 Hanover Street  
Palo Alto, CA 94304  
[www.hp.com](http://www.hp.com)