



Executive Biography

Christopher Morgan

Senior Vice President, Imaging and Printing Group, Asia Pacific & Japan



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Chris Morgan is senior vice president of the Imaging and Printing Group for Asia Pacific and Japan at HP. He is responsible for managing and accelerating the growth and profitability of the multi-billion dollar business group across the region.

Morgan oversees all imaging and printing go-to-market initiatives including sales and marketing, manufacturing, supply chain and customer experience across consumer, SMB and enterprise segments. He is also responsible for driving HP's leadership for all consumer product categories, ranging from printers to PCs.

Morgan has worked at HP for 20 years in a number of global and regional senior management positions. Previously, he was vice president of the Worldwide Sales and Marketing Organization for the Imaging and Printing Group in San Diego. During his tenure, he also had the responsibility of heading HP's overall consumer customer segment.

Prior to this position, Morgan was vice president of worldwide marketing for the company's Consumer Business Organization located in Singapore. In this role, he was responsible for HP's consumer computing, digital imaging, personal printing, information appliance and related supplies businesses.

Earlier in his HP career, Morgan spent five years in Asia as vice president and general manager for the Consumer Business Organization, general manager for Inkjet Systems and director of marketing for printing and imaging products.

He also served as the worldwide marketing manager for HP's Mobile Computing business, worldwide communications manager for the Personal Systems Group, program manager for the U.S. PC Dealer Channel Program and manager of North American PC market development.

Morgan graduated from the University of Wisconsin, Madison with a bachelor of science degree in journalism and psychology.