



Monique D. F. Dahler

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Monique Dahler is global director of marketing for the Financial Services Industries unit at HP. In this role, she leads industry marketing for all four segments: Banking, Payments, Financial Markets and Insurance, and is responsible for designing and implementing strategic marketing programs to enhance HP's leadership role as a business technology solutions provider and trusted partner of financial institutions around the world.

Dahler has more than 20 years of experience in the financial services industry, and has held several national and international senior management positions. She has broad marketing expertise, substantial operational business knowledge and strategic business development experience, particularly in the fields of retail and wholesale banking.

Previously, Dahler was general manager for Fortis in the Czech Republic, where she was responsible for initiating and driving business development projects to establish foreign exchange and retail banking activities in Eastern Europe. Subsequently, in her role as business development manager within the Wholesale Banking and Treasury Division, she led international expansion across Europe. Prior to joining HP in 1999, as a key member of the Fortis strategic business development team, she focused on future retail banking and multi-channel distribution strategies.

Dahler holds a degree in economics from MDS College in Heerlen and in business administration at HBO College in Enschede in the Netherlands. She is based in Amsterdam.

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