



## Ulf Claesson

Vice President and General Manager, Personal Systems Group Attach and Customer Experience



### Hewlett-Packard Company

Ulf Claesson is vice president and general manager of Attach and Customer Experience for the Personal Systems Group at HP.

Claesson was most recently chief executive officer of Silverwire, a leading digital imaging company acquired by HP in 2006.

Across his 25-year career in the global technology space, Claesson has established new organizations and businesses for or in cooperation with such major corporations as IBM, Ericsson, and Intuit – including spin-outs and venture capital-funded start-up companies. He brings a depth of knowledge in the industry, worldwide and emerging market understanding and entrepreneurial spirit to the Attach team with plans for aggressive growth in accessories, services and beyond the box initiatives.

Claesson's achievements have been widely recognized, resulting in invitations to serve on boards of directors and to advise venture capital groups and innovative technology companies internationally.

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