



## Executive Biography

### Thi La

Director of Marketing, North America Consumer Computing,  
Personal Systems Group



### Hewlett-Packard Company

Thi La is director of marketing in the North America Consumer Computing business unit in the Personal Systems Group at HP. In this role, she is responsible for marketing HP's consumer desktop PCs, displays, MediaSmart servers and key accessories. La joined HP in November 1995.

La has more than 20 years of high-technology experience in senior level corporate marketing and operations positions. Most recently, she was the global director of hardware engineering in HP's global consumer PC business, where she drove the launch and adoption of integrated graphics architectures and the industry's first Media Center PC. Previously, La managed materials and logistics for HP's consumer PC supply chain and operations and was instrumental in bringing HP to its global leadership position in consumer PCs.

From 1988 to 1995, La held various positions at Micronics Computers, including director of product engineering, and was actively involved in introducing X86 motherboards and graphic sub systems.

La graduated from San Jose State University with a bachelor's degree in electrical engineering. She is based in Cupertino, Calif.

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