



Yariv Avisar

Vice President and General Manager, Large Format Printing Industrial Solutions, Imaging and Printing Group

Hewlett-Packard Company

Yariv Avisar is vice president and general manager of Large Format Printing Industrial Solutions, including HP Scitex products, in the Imaging and Printing Group at HP. His responsibilities include research and development, sales marketing, finance and manufacturing.

Previously, Avisar led the Large Format Printing business in Asia Pacific. He also managed the Scitex Vision business in Asia Pacific, which doubled its revenues and became a market leader in the region during his term. Avisar played a key role in the integration of Scitex Vision Asia Pacific into HP.

Before moving to Asia Pacific, Avisar headed the consumables business at Scitex Vision, which he first joined in 2002.

Previous to Scitex Vision, Avisar was worldwide director of Sales and Marketing at M-Systems – DiskOnKey (the first USB drive) and vice president of Sales of the Israeli newspaper Yedioth Ahronot.

A native of Israel, Avisar earned a Bachelor of Business degree in marketing and international marketing from Tel-Aviv Business Management College.

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