



Michael Hoffmann

Senior Vice President, Graphics Solutions Business, Imaging and Printing Group

Hewlett-Packard Company

Michael Hoffmann is senior vice president of the Graphics Solutions Business (GSB) in the Imaging and Printing Group (IPG) at HP.

Hoffmann's business is responsible for continuing the company's worldwide graphics leadership. This includes responsibility for large-format (Designjet and Scitex) printers, Indigo digital presses, Inkjet High-speed Production Solutions (Inkjet Web Press), Specialty Printing Systems and Light Production solutions.

A 20-year HP veteran, Hoffmann came to this role in 2008 after serving as senior vice president and general manager of IPG's Supplies organization, responsible for continuing the company's worldwide leadership in printing supplies, including inkjet supplies, LaserJet supplies, photo media, original equipment manufacturer applications and new business models for emerging markets.

Prior to that role, Hoffmann led IPG in Europe, the Middle East and Africa (EMEA), where he was responsible for maximizing regional profit and revenue growth and driving HP's entire consumer go-to-market activities. He also oversaw all IPG sales, operational supply chain, marketing, consumer support and category management activities.

Hoffmann's previous roles include senior vice president of IPG for Asia Pacific and Japan, and working on HP's Consumer Go-to-Market operations, where he was responsible for products, solutions and market strategy for all customer segments and channels.

While at HP, Hoffmann has also served as vice president and general manager of the Asia Pacific Business Customer Sales Organization; vice president and general manager of the former Asia Pacific Commercial Customer Organization; and sales manager of the EMEA commercial printer division.

Since joining HP in 1988, Hoffmann has received numerous HP European employee honors, including the prestigious HP President's Club award presented to top sales personnel in the company.

Hoffmann holds a degree in business administration from the University of Saarbrücken, Germany. He resides with his wife, Eva, and three children in Munich, Germany.

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