



Santiago Morera

Vice President and General Manager, Large Format Printing Business

Hewlett-Packard Company

Santiago Morera is vice president and general manager of the Large Format Printing business at HP. This role includes worldwide research and development, marketing, finance and operations responsibility over the full range of HP Designjet and HP Scitex large-format printers and supplies. Headquartered in Barcelona, Spain, the business has operations in Minnesota (U.S.), Israel, South Africa and Shanghai, China.

Previously, Morera was vice president and general manager for the Graphics Solutions Business in the Imaging and Printing Group in EMEA at HP. In his role, he was responsible for the business management of the company's Graphics Solutions Business portfolio and all sales and marketing activities with Graphic Solutions Business customers. Morera also was the finance vice president for the Imaging and Printing Group in EMEA and before that he was controller of the Consumer Business Organization at HP.

Since first joining HP in 1988 as a financial analyst for the HP Barcelona Division, Morera has held a variety of management positions in the finance organization within the company's Imaging and Printing Group.

Morera holds a bachelor's degree in business sciences and an MBA from ESADE (Escuela Superior de Administración y Dirección de Empresas) in Barcelona.

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