



## Bruce Dahlgren

Vice President, Global Enterprise Business (GEB), Imaging & Printing Group

### Hewlett-Packard Company

Bruce Dahlgren is Senior Vice President of the Imaging & Printing Group's (IPG) Global Enterprise Business (GEB). Bruce and his team are driving IPG's go-to-market strategy for top commercial, public sector and graphic arts customers around the world. The cornerstone of this strategy is a consultative, solutions-oriented approach – tailoring and integrating solutions to address the specific imaging, printing and information workflow challenges of the enterprise, with a focus on vertical industries.

Prior to joining HP in January of 2006, Bruce served as Vice President and General Manager for Lexmark International, leading the company's transformation from a traditional product orientation to a solutions and services approach. Before joining Lexmark in 2000, Bruce served as Vice President for the Teradata Solutions Group of NCR Corporation. During his 15 years with NCR and AT&T, he held senior management positions in finance, planning, operations, marketing, sales and services.

Bruce has published numerous articles and delivered keynote presentations to business executives on topics ranging from leading change management to maximizing return on strategic investments. He has served as a subject matter expert for graduate students at Harvard Business School, taking part in panel discussions and presenting business cases. Bruce was honored by the Direct Marketing Association (DMA), the leading international association for direct marketing, as the "2005 Business-to-Business Marketer of the Year."

Bruce holds a bachelor's degree and an MBA from Stetson University, and is a graduate of the Wharton Executive Education Program. He resides with his family in San Diego, California.

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