



## Bruce Dahlgren

Senior Vice President, Worldwide Sales and Services, Imaging and Printing Group

### Hewlett-Packard Company

Bruce Dahlgren is senior vice president of the Worldwide Sales and Services organization within the HP Imaging and Printing Group (IPG). Bruce and his team drive IPG's worldwide sales, both direct and indirect, manage IPG's worldwide services and lead IPG's global enterprise business strategy. The Worldwide Sales and Services organization takes a consultative, solutions-oriented approach – tailoring and integrating services and solutions to address the specific imaging, printing and information workflow challenges of the enterprise.

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 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) as the "2005 Business-to-Business Marketer of the Year." In 2007, he was recognized in a "People to Watch" feature by the San Diego Union-Tribune.

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

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