



Ron Coughlin

Senior Vice President, Worldwide Strategy & Marketing, Imaging and Printing Group

Hewlett-Packard Company

Ron Coughlin is Senior Vice President, Imaging and Printing Group WW Strategy & Marketing, responsible for driving IPG's marketing strategy, planning and execution on a global basis across all customer segments. This includes responsibility for customer, market and strategic planning; marketing operations; IPG indirect sales; communications; development of go-to-market assets; and all customer-facing Total Customer Experience (TCE) activities. He also leads a cross-organization marketing team that spans all regions and IPG's five global business units.

Ron came to HP from PepsiCo, most recently as SVP, Chief Marketing Officer, where he led the marketing function for PepsiCo's International Beverage business, with over \$10 billion in system sales, including the Pepsi, 7up, Tropicana, Gatorade, Aquafina and Sobe brands. Under his leadership, the business delivered double-digit revenue growth behind an aggressive transformation of both the portfolio through the dramatic expansion of Tropicana, Gatorade and no-sugar soft drinks as well as a transformation of the company's basic marketing model. Ron's commitment to world-class marketing transformation and the corresponding organizational capability is exemplified by the fact that he taught a course on marketing model transformation to Vice President and Director level marketers across PepsiCo.

Previously, Ron was Senior Vice President of Marketing for Tropicana North America, where he helped transform the portfolio, rebuild the customer marketing and category management functions, and led the innovation interface with key customers such as Walmart, Sam's Club and Costco. Prior to Tropicana, Ron was Vice President, Colas, for Pepsi International, where he helped define and globally align one common positioning, advertising and promotional approach for Brand Pepsi – a first. He also led Mountain Dew to double-digit U.S. growth behind a breakthrough youth marketing approach.

Earlier in his career, Ron was a Brand Manager at G. Heileman Brewing Company and held account executive roles at Della Femina McNamee Advertising and Chiat/Day Advertising, working across the banking, pharmaceutical and beverage businesses.

Ron holds a Bachelor of Arts degree in International Marketing from Lehigh University and an MBA from the Kellogg School of Management at Northwestern University.

© 2009 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. HP shall not be liable for technical or editorial errors or omissions contained herein.

