



**ALON BAR-SHANY**  
Vice President and General Manager  
Indigo Division, Imaging and Printing Group

**HEWLETT-PACKARD COMPANY**

Alon Bar-Shany is vice president and general manager of the Indigo Division in the Imaging and Printing Group at HP. Based in Rehovot, Israel, he has held worldwide responsibility for the HP Indigo business since 2004. Prior to this role, he ran the Indigo business in Europe, the Middle East and Africa (EMEA).

From 2001 to 2002, Bar-Shany was responsible for the HP Indigo business in Asia Pacific, Latin America and Israel as well as the distributor channels in EMEA. During this period, he also led the cross-organizational program for the industrial segment. Bar-Shany also served as chief financial officer and corporate vice president of finance of Indigo.

Bar-Shany joined Indigo from Israel Chemicals Ltd. in 1995, where he held various executive positions in finance, strategic planning and business development.

He holds a Bachelor of Arts in history and economics and an MBA from the Hebrew University in Jerusalem.