



Francois Martin

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François Martin is marketing director for the Worldwide Graphics Solutions Business in the Imaging and Printing Group at HP, which includes HP Designjet large-format printing, HP Scitex wide-format printing, HP Indigo digital offset presses, HP Inkjet digital web presses and HP Specialty Printing Systems.

Martin is responsible for driving worldwide initiatives to grow HP's business in the graphics industry across various application areas – architecture, wide format graphics, general commercial printing, direct mailing and trans-promo, publishing, and labels and packaging.

Previously, Martin was marketing director for the Graphic Solutions Business in Europe, the Middle East and Africa. Prior to that, he spent two years working with the HP Indigo division as worldwide business manager and business development manager.

Martin joined HP in 1985 in the Imaging Printing Group, with experience spanning sales, marketing and distribution for a range of products and business segments, including LaserJet, Deskjet and Designjet.

From 2000 to 2004, Martin worked for Michelin as general manager of sales and marketing for passenger tires, responsible for Eastern and Central Europe.

Martin holds an MBA from a French business school and is based out of the HP European headquarters in Geneva, Switzerland, which serves as the home of the HP Invent Center, dedicated to the innovation of the business.

