



Joan Pérez Pericot

Worldwide Marketing Director, Large Format
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Joan Pérez Pericot is worldwide marketing director for the Large Format Production Division at HP, responsible for both strategic marketing and current business management.

Previously, Pérez Pericot was responsible for the production start-up of an HP Deskjet factory in Barcelona, Spain, holding different management roles in process and product engineering and later leading the expansion of contract manufacturing into Eastern Europe.

Since 2001, Pérez Pericot has taken several marketing roles with the Imaging and Printing Group at HP, including product marketing management, marketing and communications, current business management and, more recently, worldwide marketing director of the HP Scitex Division.

Pérez Pericot joined HP in 1992 as a process engineer.

He holds a degree in mechanical engineering from The School of Industrial Engineering of Barcelona and an MBA from ESADE business school in Barcelona.

