



Santiago Morera

Vice President and General Manager, Large-format Printing Business, Imaging and Printing Group
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Santiago Morera is vice president and general manager of the Large-format Printing Business, part of the Imaging and Printing Group (IPG) at HP.

This role includes worldwide research and development, marketing, finance and operations responsibility over the full range of HP Designjet large-format printers, HP Scitex wide-format industrial presses and printers, HP Latex Inks, and related printing supplies. Headquartered in Barcelona, the business also has operations in Netanya, Israel.

Previously, Morera was vice president and general manager for IPG's Graphics Solutions Business in the Europe, the Middle East and Africa region (EMEA). In this role, he was responsible for the business management of the company's Graphics Solutions Business portfolio and all sales and marketing activities with Graphic Solutions Business customers. Morera also has served as the finance vice president for IPG in EMEA and controller of the Consumer Business Organization at HP.

Since joining HP in 1988 as a financial analyst for the HP Barcelona Division, Morera has held a variety of management positions in the finance organization within IPG.

Morera holds a bachelor's degree in business sciences and a Master of Business Administration from ESADE (Escuela Superior de Administración y Dirección de Empresas) in Barcelona.

