



Joan Pérez Pericot

Worldwide Marketing Director, HP Scitex
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Joan Pérez Pericot is the worldwide marketing director for the HP Scitex Division. In this role, he is responsible for both strategic marketing and current business management.

Pérez Pericot joined HP in 1992 as a process engineer and has since held various management positions in operations and marketing within the Imaging and Printing Group.

While in operations, he was responsible for the production startup of Deskjet products in the Barcelona factory, holding different roles in process and product engineering and later managing the expansion of contract manufacturing into Eastern Europe.

Since 2001, Pérez Pericot has managed marketing initiatives for both Designjet and Scitex businesses, including product marketing management, marketing and communications and worldwide product launches such as HP Latex Technology at drupa 2008.

Pérez Pericot holds a degree in mechanical engineering from The School of Industrial Engineering of Barcelona and an MBA from ESADE Barcelona.

