



## Alon Bar-Shany

Vice President and General Manager  
HP Indigo Digital Press Division,  
Imaging and Printing Group  
Hewlett-Packard Company

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As vice president and general manager of the HP Indigo Division, based in Rehovot, Israel, Alon Bar-Shany has held worldwide responsibility for the HP Indigo business since 2004. Prior to this role, Bar-Shany ran the Indigo business in EMEA.

From 2001 to 2002, Bar-Shany was responsible for the HP Indigo business in Asia Pacific, Latin America, 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 served as the chief financial officer of Indigo from 1998 until 2002 and prior to that, he held the position of corporate vice president of finance from 1995.

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

Bar-Shany holds an MBA and a BA degree in history and economics from the Hebrew University in Jerusalem.



