



Executive Biography

Annette Friskopp

Vice President and General Manager, Specialty Printing Systems
Hewlett-Packard Company



Annette Friskopp is vice president and general manager of the Specialty Printing Systems (SPS) business within HP's Printing and Personal Systems (PPS) group.

The HP SPS business sells original equipment manufacturer (OEM) components based on HP Thermal Inkjet Technology (TIJ) to companies for their own specialized industrial solutions including mail, postage transaction and general industrial printing, in addition to product identification on secondary and primary packaging. HP TIJ technology is used in major mail metering companies, banks and ATMs.

Friskopp has been with HP more than four years in positions such as head of Strategic Account Management and head of Direct Print Solutions.

Friskopp is a well-rounded business executive with more than 25 years of experience growing profitable businesses in the United States, Europe and Asia. She earned an MBA from Harvard Business School in 1990 and has held senior management roles for a range of companies from startups to multinational enterprises.