



Executive Biography

Brian Schmitz

Director of Future Product Marketing, LaserJet and Enterprise Solutions

Hewlett-Packard Company



Brian Schmitz is director of future product marketing for HP's LaserJet and Enterprise Solutions business, which provides a broad range of innovative printer and multifunction devices targeted at small businesses through the largest enterprises. His team is responsible for researching worldwide customer requirements and developing product offerings. This includes new product platforms and features, pricing and launch into the market.

Brian has been with HP for 14 years. His most recent role was leading the Printing and Personal Systems marketing organization for corporate, enterprise and public sector in the Americas. His team drove innovative marketing campaigns for HP's new MFP Flow offering as well as the Elite family of PC products. Prior to this role, Brian was instrumental in developing innovative technologies such as ePrint, AirPrint and Smart Install.

Before joining HP's LaserJet organization, Brian spent 8-1/2 years in Business PC's where he served most recently as Director of Product Marketing. During this time he led the definition & launch of breakthrough products including the Ultra-slim Desktop and rp5000 point of sale system.

Brian received his bachelors of science degree in mechanical engineering from the University of Illinois, and an MBA from John Cook School of Business, St. Louis University. For fun, Brian enjoys basketball, skiing and mountain biking as well as spending time with his three young daughters.