



Executive Biography

Bruce Dahlgren

Senior Vice President, Managed Enterprise Solutions,
Printing and Personal Systems Group
Hewlett-Packard Company



Bruce Dahlgren is senior vice president of the Managed Enterprise Solutions (MES) business within the HP Printing and Personal Systems group (PPS). Under Dahlgren's direction, HP MES has grown to become a recognized industry leader in Managed Print Services by notable analyst firms IDC and Gartner Group.

Managed Enterprise Solutions brings together the strength of HP's hardware legacy with innovative services and workflow solutions that meet the challenges of the enterprise today and into the future. The success of the MES organization has been driven by a consistent strategy to consolidate devices, reduce complexity and increase productivity while embracing a consultative approach to enterprise sales.

Prior to joining HP in January of 2006, Dahlgren served as vice president and general manager for Lexmark International, leading the company's transformation from a traditional product orientation to a solutions and services approach. Before joining Lexmark in 2000, Bruce served as vice president for the Teradata Solutions Group of NCR Corporation. While at Teradata, Dahlgren was instrumental in driving a leadership position in the emerging Data Warehouse market. During his 15 years with NCR and AT&T, he held senior management positions in finance, planning, operations, marketing, sales and services.

Dahlgren has published numerous articles and delivered keynote presentations on topics ranging from leading change management to maximizing return on strategic investments. He has served as a subject matter expert for graduate students at Harvard Business School, taking part in panel discussions and presenting business cases. Bruce was honored by the Direct Marketing Association (DMA), as the "2005 Business-to-Business Marketer of the Year." In 2007, he was recognized in a "People to Watch" feature by the San Diego Union-Tribune.

Dahlgren holds a bachelor's degree and a Master of Business Administration from Stetson University, and is a graduate of the Wharton Executive Education Program.