



Executive Biography

David Laing

Director of Innovation, LaserJet and Enterprise Solutions
Hewlett-Packard Company



David Laing is director of Innovation for HP LaserJet and Enterprise Solutions. In this role, Laing works to define the strategy, targeted features and pricing of new HP LaserJet devices and software solutions, then partner with research and development to bring them to market.

Laing's most recent role was director of Future Product Marketing. He also has led the Solution Business Partner program for the HP Imaging and Printing Group. In this role, Laing launched HP's breakthrough extensibility technology, the Open Extensibility Platform (OXP). Laing's team enabled, for the first time, the sale and service of HP's key third-party partner applications directly from HP to its enterprise customers.

Before his role in partner solutions, Laing led the definition and launch of HP's first family of printer-based multifunction devices, headlined by the HP LaserJet 4345 mfp. This introduction created an entirely new industry category of A4 MFPs that now make up more than a third of the MFPs sold today. Laing has held numerous other marketing positions in HP's LaserJet business over his 19-year career at HP.

Laing holds an undergraduate degree in accounting from the University of Colorado and an MBA from Indiana University.