



## Executive Biography

# Enrique Lores

Senior Vice President & General Manager  
Printing and Personal Systems Business PC Solutions  
Hewlett-Packard Company

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Enrique Lores is the Senior Vice President and General Manager for Business PC Solutions (BPCS) in HP's Printing and Personal Systems (PPS) Group. BPCS encompasses a diverse portfolio of products including PCs, tablets, workstations, point of sale (POS) solutions and services targeted at business clients.

In this role, Lores is the leader responsible for the overall business, including defining of product and marketing and sales strategies, end-to-end product development, and business execution worldwide.

Prior to this role, Lores was Senior Vice President of Customer Support & Services (CSS), an organization of 10,000 worldwide employees which provides industry-leading customer care to more than 150 million HP customers. During his tenure with CSS, Lores oversaw the daily support operations business. He also managed the PPS Attach and Managed Services organizations, helping HP differentiate in the market by developing, building and selling service offerings through an aggressive services plan.

While leading CSS, Lores also managed the Industry Solutions team, defining industry specific solutions in the Education and Healthcare markets to accelerate PPS profitable growth.

Since joining the company in 1989 as a research and development engineer, Lores has held several key positions. Prior to leading CSS, Lores was senior vice president of the Personal Systems Group (PSG) WW Customer Services & Sales organization and defined the PSG sales strategy across multiple sales channels. He also led the pan-HP commercial channel strategy and program development on behalf of HP.

Lores has also served as vice president and general manager of the Imaging & Printing Group's (IPG) Large Format Business, and served as vice president and general manager of the commercial products category for Europe, Middle East, and Africa.

In 2009 Lores and his PSG team collaborated with HP Labs to win the 2009 *Franz Edelman Award* for Achievement in Operations Research and the Management Sciences.

Lores holds a degree in electrical engineering from the Polytechnic University in Valencia and an MBA from ESADE in Barcelona.