

Hewlett-Packard Company
Cami de Can Graells, 1-21
08174 Sant Cugat del Valles
Barcelona
Spain

hp.com



Executive Biography

Joan Pérez Pericot

Marketing Director, Large-Format Sign and Display Division, HP
Hewlett-Packard Company



Joan Pérez Pericot is the marketing director for the HP Large-Format Sign and Display Division. In this role, he is responsible for both strategic marketing and current business management.

Pericot joined HP in 1992 as a process engineer and has held various management positions in operations and marketing within HP.

While in operations, he was responsible for the production start-up of the HP Deskjet factory in Barcelona, held management roles in process and product engineering and led the expansion of contract manufacturing into Eastern Europe.

Since 2001, Pérez Pericot has acted in various marketing roles, including strategic marketing management, marketing and communications and current business management. He was responsible for the launch and expansion of HP Latex Printing Technology as well as the post-acquisition marketing integration of Scitex, NUR Macroprinters Ltd. and MacDermid ColorSpan Inc.

Pérez Pericot holds a degree in mechanical engineering from The School of Industrial Engineering of Barcelona, Spain and a master's degree in business administration from ESADE (Escuela Superior de Administración y Dirección de Empresas) Business School in Barcelona, Spain.