



Executive Biography

Jos Brenkel

Senior Vice President, Worldwide Sales Strategy and Project Management Office, Printing and Personal Systems
Hewlett-Packard Company



Jos Brenkel is senior vice president of Worldwide Sales Strategy and the Project Management Office (PMO) for HP Printing and Personal Systems (PPS). In this role, he is responsible for defining the PPS operating model, aligning PPS sales and go-to-market efforts, and identifying synergies and efficiencies within PPS to accelerate revenue and margin growth.

Prior to his role with PPS, Brenkel was senior vice president in the Asia Pacific and Japan (APJ) region for HP's Personal Systems Group (PSG). As head of this dynamic and fast-growing region, he was responsible for managing the PC business across all of APJ.

During his 28-year tenure with HP, Brenkel also held the role of vice president and general manager of PSG's Middle East, Mediterranean and Africa region. In this position, he successfully drove all go-to-market efforts including sales, operations and supply chain, marketing, SMB support, and category management, growing both revenue and operating profit. Brenkel's professional history with HP includes a variety of other posts across the company and around the world, including head of the Solution Partners Organization (SPO) for HP in Europe, the Middle East and Africa, Worldwide Marketing for business PCs, vice president and general manager of HP's European business PC operations, and program manager for the networks division.

Jos is a French national and holds a bachelor's degree in commerce and an honors diploma in marketing from Witwatersrand University in South Africa.