



Executive Biography

Michael Weir

**VICE PRESIDENT, WORLDWIDE STRATEGY AND MARKETING,
LASERJET AND ENTERPRISE SOLUTIONS,
PRINTING AND PERSONAL SYSTEMS GROUP
HEWLETT-PACKARD COMPANY**



MIKE WEIR IS VICE PRESIDENT OF WORLDWIDE STRATEGY AND MARKETING FOR THE LASERJET AND ENTERPRISE SOLUTIONS (LES) BUSINESS WITHIN THE HP PRINTING AND PERSONAL SYSTEMS GROUP (PPS). IN THIS ROLE, WEIR IS RESPONSIBLE FOR DRIVING CURRENT AND FUTURE PRODUCT MARKETING, STRATEGY AND PLANNING, PRODUCT DESIGN AND PARTNER MANAGED PRINT SERVICES (MPS). IN DOING SO, HE LEVERAGES A DEEP UNDERSTANDING OF THE HP LES BUSINESS TO INSTILL INNOVATION IN THE OVERALL PRODUCT AND SOLUTIONS PORTFOLIO.

WEIR HAS MORE THAN 25 YEARS OF EXPERIENCE WORKING AT HP. PREVIOUSLY, HE HELD A VARIETY OF ROLES IN WORLDWIDE OPERATIONS FOR HP'S IMAGING AND PRINTING GROUP (IPG), INCLUDING DRIVING SALES AND CHANNEL OPERATIONS AND HELPING LAUNCH HP INTO THE MPS MARKET. IN ADDITION, WEIR DROVE STRATEGY, PLANNING AND CUSTOMER INTELLIGENCE, AS WELL AS CONSUMER SEGMENT MARKETING FUNCTIONS FOR HP IPG. IN THESE ROLES, WEIR REARCHITECTED THE PLANNING AND INSIGHTS PROCESSES TO BETTER EVALUATE THE SOURCES FOR GROWTH FOR HP IPG, ALIGN THE ORGANIZATION ON ITS KEY PRIORITIES AND ASSURE THAT HP IPG HAD THE RIGHT PORTFOLIO OF PRODUCTS AND SERVICES.

WEIR ALSO SERVED AS THE VICE PRESIDENT AND GENERAL MANAGER OF HP'S SMALL AND MEDIUM BUSINESS (SMB) ORGANIZATION IN NORTH AMERICA. DURING THIS TIME, HE HAD PROFIT AND LOSS ACCOUNTABILITY FOR MORE THAN \$2 BILLION IN REVENUE AND ACHIEVED THE NO. 1 MARKET SHARE POSITION FOR HP IN THE SMB SEGMENT BY EXCEEDING QUOTA AND GROWING TWICE THE RATE OF THE MARKET WHILE EXCEEDING PROFIT GOALS.

PRIOR TO THESE POSITIONS, WEIR MANAGED HP'S INTEL-BASED DESKTOP, NOTEBOOK AND SERVER BUSINESSES IN NORTH AMERICA, AND ALSO MANAGED MARKETING FOR THE OFFICE PRODUCT DIVISION. IT WAS DURING THIS TIME THAT HE LED THE DESIGN AND INTRODUCTION OF HP'S FIRST ALL-IN-ONE

FLATBED PRINT, COPY AND SCAN DEVICE, HELPING CREATE A NEW CATEGORY THAT IS NOW A MULTIBILLION DOLLAR BUSINESS FOR HP. IN ADDITION, HE HELD A VARIETY OF PRODUCT MANAGEMENT ROLES IN HP IPG AND THE HP PERSONAL SYSTEMS GROUP, INCLUDING HELPING HP LAUNCH INTO THE INTEL-BASED SERVER BUSINESS IN 1992.

WEIR'S EDUCATION INCLUDES AN MBA FROM WHARTON, UNIVERSITY OF PENNSYLVANIA; AND A BA IN MATHEMATICS/ECONOMICS FROM THE UNIVERSITY OF CALIFORNIA, SAN DIEGO.