



Ron Coughlin

**Senior Vice President / General Manager
Personal Systems, Printing and Personal Systems Group
Hewlett-Packard Company**

Ron Coughlin is the Senior Vice President and General Manager of the Personal Systems (PS) global business unit within HP's Printing and Personal Systems Group (PPS). This group focuses on PCs, tablets, accessories and other related services for all customer segments and represents a \$35 billion annual revenue business for HP.

Coughlin joined HP in June 2007 as the SVP of the Imaging and Printing Group (IPG) Worldwide Strategy and Marketing team. In this role, he was responsible for driving global strategy, marketing and planning across all customer segments and global business units.

In 2010, Ron transitioned to lead the LaserJet and Enterprise Solutions global business unit - an organization that spanned consumer to enterprise and led a \$100 billion market. In this role, he was responsible for customer offerings that included HP LaserJet printers, supplies, managed print services and enterprise software solutions.

Most recently, Ron ran Consumer Personal Systems where he was instrumental in turning the business around by redefining the strategy, re-engineering the cost structure, re-invigorating innovation including creating the Immersive computing category.

Prior to joining HP, Ron spent 13 years with PepsiCo as Senior Vice President and Chief Marketing Officer. In this role, he led the marketing function for PepsiCo's International Beverage business with more than \$10 billion in system sales - including the Pepsi, 7-up, Tropicana, Gatorade, Aquafina and Sobe brands.

Coughlin holds a Bachelor of Arts degree in International Marketing from Lehigh University and an MBA from the Kellogg School of Management at Northwestern University.

