

## Executive Biography

# Ron Coughlin

President, Personal Systems Business  
HP Inc.

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Ron Coughlin is the President of HP Inc.'s Personal Systems Business. 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.

Ron joined HP in June 2007 as the Senior Vice President 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. In this role, he was responsible for customer offerings that included HP LaserJet printers, supplies, managed print services and enterprise software solutions. Under his leadership, the business gained 4 points of HP share and expanded its Managed Services offering to the channel.

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, and 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.

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

Ron is based in San Diego, California.