



Executive Biography

Bernhard Fauser

General Manager & Managing Director
HP Germany & Austria



Bernhard Fauser holds the position of General Manager & Managing Director HP Germany & Austria. In this capacity, he is responsible for HP's business in Germany and Austria, including the market strategy for all business units – such as Personal Systems with devices from notebooks to workstations up to displays as much as printers matching the requirements of consumer and professional users. Both pillars including a strong approach with as-a-service offerings. In the Print and Production industry HP is leading digitalization with its graphic solutions business and its 3D Multi Jet Fusion technology.

Mr. Fauser has 25 years of experience within the technology industry, including various international leadership roles on different organisational levels.

Mr. Fauser started his professional career in 1994 at Hewlett-Packard Germany, where he has served in a variety of positions within the different business units covering category, marketing, sales and business development.

In his last role - before re-joining HP – he worked as General Manager for Lenovo (Deutschland) GmbH. There he took responsibility for driving the strategic and operational planning & execution for various end customer and the got-to-market segment on EMEA level.

Mr. Fauser holds a degree in Mechanical Engineering with Business Administration from the University of Esslingen, Germany.