



Executive Biography

Alon Bar-Shany

Vice President and General Manager, Indigo Division

Hewlett-Packard Company

Alon Bar-Shany is vice president of the Indigo Division of HP. In this role, Bar-Shany leads the Indigo Division in creating best-in-class digital presses for both the commercial and industrial printing markets.

Previously, Bar-Shany was responsible for managing the Indigo hardware and supplies business in Europe, the Middle East and Africa (EMEA) and ensuring coordinated response to customer needs across customers touch points. He has been a member of the Digital Publishing Solutions staff, and was responsible for the indirect Digital Press business in Asia Pacific, Latin America and EMEA.

During this period, he led the cross-organizational effort focusing on the industrial segment of the Digital Press business. He served as the chief financial officer of Indigo from 1998 until 2002 and as corporate vice president of Finance from 1995 to 1998.

Bar-Shany joined Indigo from Israel Chemicals Ltd., where he held various executive positions in finance, strategic planning and business development.

Bar-Shany holds a master's degree in business administration and a bachelor's degree in history and economics from the Hebrew University in Jerusalem.

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