



Ron Coughlin

Senior Vice President and General Manager, LaserJet and Enterprise Solutions, Imaging and Printing Group
Hewlett-Packard Company

Ron Coughlin is senior vice president and general manager of the LaserJet and Enterprise Solutions global business unit within HP's Imaging & Printing Group (IPG) – an organization that spans customer segments from consumer to enterprise. In this role, he's responsible for offerings that include HP LaserJet printers, supplies, scanning technology and software solutions that represent a \$100 billion global market opportunity.



Additionally, Coughlin is driving HP's digitization initiative of cloud-based, unstructured, content management that will enable enterprises and small to medium businesses to have a one-stop, comprehensive document solution that optimally processes, protects and publishes documents across the office, production and commercial environments.

In his previous position, Coughlin led Worldwide Strategy and Marketing for IPG. In this role, he was responsible for driving global strategy, marketing and planning across all customer segments and global business units. As IPG's senior vice president of Marketing and Strategy and chief marketing officer, he was responsible for strategic planning, advertising, marketing communications and all Total Customer Experience (TCE) activities.

Coughlin joined HP in June 2007 from PepsiCo, where as senior vice president and chief marketing officer, he led the marketing function for PepsiCo's International Beverage business, with more than \$10 billion in system sales, including the Pepsi, 7up, 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.