Francesco Serafini

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Francesco Serafini leads the Technology Solutions Group – which encompasses enterprise storage and systems, software and services – across Europe, the Middle East and Africa (EMEA) for HP. The products and services from this organization serve enterprise, public sector and small and medium business customers.

Previously, Serafini was senior vice president for HP Services in EMEA. Before that he was vice president of HP Outsourcing after a two-year tenure as the general manager of the same business for EMEA. In 1995, Serafini became general manager for HP's Hardware Services Business EMEA.

From 1991 to 1995, Serafini served as director of Services and Support of the newly formed Customer Business Unit in HP in Italy.

Serafini joined HP in 1981 and held several management positions in software and support and professional services, becoming country manager for HP in Italy in 2001. Serafini holds an engineering degree in electronics from Politecnico of Turin, Italy.

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