



## Michael Hoffmann

Senior Vice President, Supplies, Imaging and Printing Group

Hewlett-Packard Company

Michael Hoffmann is senior vice president of the Supplies organization in the Imaging and Printing Group (IPG) at HP. In this role, he is responsible for continuing the company's worldwide leadership in printing supplies, including inkjet supplies, LaserJet supplies, photo media, original equipment manufacturer applications and new business models for emerging markets.

Hoffmann came to this role in 2007 after serving as senior vice president and general manager of IPG in Europe, the Middle East and Africa (EMEA) since 2004. As the IPG leader in EMEA, he was responsible for maximizing profit and revenue growth in the EMEA region and driving HP's entire consumer Go-to-Market activities. He also oversaw all IPG sales, operational supply chain, marketing, consumer support and category management activities.

Prior to that role, Hoffmann held the position of senior vice president of IPG for HP Asia Pacific and Japan as well as the Consumer Go-to-Market responsibility, where he was responsible for products, solutions and market strategy for all customer segments and channels.

Hoffmann has also previously served as the HP Asia Pacific vice president and general manager of the Business Customer Sales Organization, vice president and general manager of the former Asia Pacific Commercial Customer Organization, and sales manager of the EMEA commercial printer division based in Geneva.

Since joining HP in 1988, Hoffmann has received numerous HP European employee awards. He was also a recipient of the prestigious HP President's Club award, an annual award to top sales personnel in the company.

Hoffmann holds a degree in business administration from the University of Saarbrücken, Germany.

Hewlett-Packard Company  
3000 Hanover Street  
Palo Alto, CA 94304  
[www.hp.com](http://www.hp.com)