



Ron Coughlin

Senior Vice President, Worldwide Marketing, Imaging and Printing Group

Hewlett-Packard Company

Ron Coughlin is senior vice president of worldwide marketing for the Imaging and Printing Group (IPG) at HP. In this role, he is responsible for driving IPG's marketing strategy, planning and execution on a global basis across all customer segments. This includes responsibility for customer, market and strategic planning; marketing operations; IPG indirect sales; communications; development of go-to-market assets; and all customer-facing total customer experience activities. He also leads a cross-organization marketing team that spans all regions and IPG's five global business units.

Coughlin came to HP from PepsiCo, most recently as senior vice president and chief marketing officer, where he led the marketing function for PepsiCo's International Beverage business, with over \$10 billion in system sales, including the Pepsi, 7up, Tropicana, Gatorade, Aquafina and Sobe brands. Under his leadership, the business delivered double-digit revenue growth behind an aggressive transformation of both the portfolio through the dramatic expansion of Tropicana, Gatorade and no-sugar soft drinks as well as a transformation of the company's basic marketing model.

Previously, Coughlin was senior vice president of marketing for Tropicana North America, where he helped transform the portfolio and led the innovation interface with key customers such as Wal-Mart, Sam's Club and Costco. Prior to Tropicana, Ron was vice president of Colas for Pepsi International.

Earlier in his career, Coughlin was a brand manager at G. Heileman Brewing Company and held account executive roles at Della Femina McNamee Advertising and Chiat/Day Advertising, working across the banking, pharmaceutical and beverage businesses. 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.

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