



Alon Bar-Shany
Vice President and General Manager
HP Indigo Digital Press Division, Imaging and Printing Group

HEWLETT-PACKARD COMPANY

Alon Bar-Shany is vice president and general manager of the Indigo Division at HP. Based in Rehovot, Israel, he has held worldwide responsibility for the HP Indigo business since 2004. Prior to this role, he ran the Indigo business in EMEA.

From 2001 to 2002, Bar-Shany was responsible for the HP Indigo business in Asia Pacific, Latin America and Israel as well as the distributor channels in EMEA. During this period, he also led a cross-organizational program for the industrial segment.

Bar-Shany served as the chief financial officer of Indigo from 1998 until 2002 and, prior to that, he held the position of corporate vice president of Finance from 1995.

Bar-Shany joined Indigo from Israel Chemicals Ltd. in 1995, where he held various executive positions in finance, strategic planning and business development.

Bar-Shany holds an MBA and a Bachelor of Arts in history and economics from the Hebrew University in Jerusalem.