



YARIV AVISAR
Vice President and General Manager
Scitex Large-format Printing Solutions, Imaging and Printing Group

HEWLETT-PACKARD COMPANY

Yariv Avisar is vice president and general manager of Scitex Large-format Printing Solutions in the Imaging and Printing Group at HP. His responsibilities include research and development, sales marketing, finance and manufacturing over the full range of HP Scitex large-format printers and supplies. In this role, Avisar led the successful integration of NUR Macroprinters solutions into the HP Scitex portfolio after HP's acquisition of the company in December 2007.

Previously, Avisar led the Large Format Printing business in the Asia Pacific region. He also managed the Scitex Vision business in Asia Pacific, which doubled its revenues and became a market leader in the region during his term. Avisar played a key role in the integration of Scitex Vision Asia Pacific into HP.

Before moving to Asia Pacific, Avisar headed the consumables business at Scitex Vision, which he first joined in 2002.

Previous to Scitex Vision, Avisar was worldwide director of Sales and Marketing at M-Systems – DiskOnKey (the first USB drive) and vice president of Sales of the Israeli newspaper Yedioth Ahronot.

Avisar earned a bachelor's degree in marketing and international marketing from Tel-Aviv Business Management College.