



SANTIAGO MORERA
Vice President and General Manager
Large-format Printing Solutions, Imaging and Printing Group

HEWLETT-PACKARD COMPANY

Santiago Morera is vice president and general manager of the Large Format Printing Business in the Imaging and Printing Group (IPG) at HP. This role includes worldwide research and development, marketing, finance and operations responsibility over the full range of HP Designjet large-format printers and supplies. This business is headquartered in Barcelona, Spain.

Previously, Morera was vice president and general manager for the Graphics Solutions Business in IPG in the Europe, Middle East and Africa (EMEA) region at HP. In his role, he was responsible for the business management of the company's Graphics Solutions Business portfolio and all sales and marketing activities with Graphic Solutions Business customers. Morera also was the finance vice president for IPG in EMEA and before that was controller of the Consumer Business Organization at HP.

Since first joining HP in 1988 as a financial analyst for HP's Barcelona Division, Morera has held a variety of management positions in the finance organization within IPG.

Morera holds a bachelor's degree in business sciences and a Master of Business Administration from ESADE (Escuela Superior de Administración y Dirección de Empresas) in Barcelona.