



ERNEST SALES

Vice President and General Manager
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HEWLETT-PACKARD COMPANY

Ernest Sales is vice president and general manager of the Graphics Solutions Business in the Imaging and Printing Group at HP. He is responsible for the go to market of HP Indigo Digital Presses and HP Designjet and HP Scitex large-format printers.

Prior to this role, Sales served as vice president in several executive roles in HP's Technology Solutions Group. Most recently, he was responsible for TSG Services in Europe, the Middle East and Africa (EMEA), sales, manufacturing corporate accounts and MDI segment and EMEA software sales.

Previously, Sales served HP in Latin America in various positions, including Latin America Volume Channel Sales Manager, Colombia Country General Manager and Latin America Software Sales Manager.

Sales started his career in HP Barcelona, where he was responsible for the go to market of the Health Care Information Systems.

Sales holds a degree in computer science engineering from the Universidad Politécnica de Barcelona and an Executive MBA from the Instituto de Empresa de Madrid.