



BRUCE DAHLGREN

Senior Vice President of Worldwide Sales and Services
Imaging and Printing Group

HEWLETT-PACKARD COMPANY

Bruce Dahlgren is senior vice president of the Worldwide Sales and Services Organization within the Imaging and Printing Group (IPG) at HP. He and his team drive worldwide sales, both direct and indirect, manage worldwide services and lead global enterprise business strategy for the group. His organization takes a consultative, solutions-oriented approach – tailoring and integrating services and solutions to address specific imaging, printing and information workflow challenges of the enterprise.

Prior to joining HP in January 2006, Dahlgren served as vice president and general manager for Lexmark International, leading the company's transformation from a traditional product orientation to a solutions and services approach.

Before joining Lexmark in 2000, Dahlgren served as vice president for the Teradata Solutions Group of NCR Corporation. During 15 years with NCR and AT&T, he held senior management positions in finance, planning, operations, marketing, sales and services.

Dahlgren has published numerous articles and delivered keynote presentations on topics ranging from leading change management to maximizing return on strategic investments. He has served as a subject-matter expert for graduate students at Harvard Business School, taking part in panel discussions and presenting business cases. Dahlgren was honored by the Direct Marketing Association as the "2005 Business-to-Business Marketer of the Year" and in 2007 was recognized in a "People to Watch" feature by the San Diego Union-Tribune.

Dahlgren holds a bachelor's degree and a Master of Business Administration from Stetson University and is a graduate of the Wharton Executive Education Program.