Xavier Garcia

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Xavier Garcia is general manager of HP Scitex Wide Format Printing Solutions, part of the Imaging and Printing Group, at HP. He is responsible for research and development, marketing, finance, manufacturing and operations related to the HP Scitex industrial business.

Previously, Garcia served as director of Industrial Printing Operations for HP, where he was responsible for HP Scitex operations. Since joining HP 18 years ago, Garcia has held multiple positions in operations and research and development with special focus on product generation, and technology and partnership management. In 2006, he created the Shanghai Large Format Printing Lab in China, which he managed until joining the HP Scitex business in 2009 as director of Operations in Netanya, Israel.

Prior to joining HP, Garcia was a sales engineer at Novotecnic Europa SA.

Garcia has degrees from ESADE (Escuela Superior de Administración y Dirección de Empresas) and Universitat Politècnica de Catalunya.