



Bruce Dahlgren

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Bruce Dahlgren is senior vice president of the Managed Enterprise Solutions Global Business Unit within the Imaging and Printing Group (IPG) at HP. He and his team drive IPG's Managed Print Services (MPS), lead worldwide sales and manage IPG's global enterprise business strategy.

Under Dahlgren's direction, HP's MPS has recently been recognized as No. 1 in the industry by analyst firm IDC and for its MPS leadership by key analyst firms Gartner and Photizo.

Prior to joining HP in 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, he served as vice president for the Teradata Solutions Group of NCR Corporation.

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." In 2007, he 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.