



## David Laing

Director, Future Product Marketing, LaserJet and Enterprise Solutions, Imaging and Printing Group  
Hewlett-Packard Company

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David Laing is director of Future Product Marketing for enterprise customer-targeted HP LaserJet printers, multifunction printers and software solutions. Based in Boise, Idaho, his team works to define the strategy, targeted features and pricing of new LaserJet devices and software solutions, then partner with research and development to bring them to market.

Laing's most recent role was leading the Solution Business Partner program for the Imaging and Printing Group, where he launched HP's breakthrough extensibility technology, the Open Extensibility Platform. His team enabled, for the first time, the sale and service of key third-party partner applications directly from HP to its enterprise customers.

Before his role in partner solutions, Laing led the definition and launch of HP's first family of printer-based multifunction devices, headlined by the HP LaserJet 4345 mfp. This introduction created an entirely new industry category of A4 MFPs that now make up over one-third of the MFPs sold today. Laing has held numerous other marketing positions in HP's LaserJet business over his 17-year career at HP.

Laing holds an undergraduate degree in accounting from the University of Colorado and an MBA from Indiana University.

