



Santiago Morera

Vice President and General Manager, Large Format
Printing Solutions, Imaging and Printing Group
Hewlett-Packard Company

Santiago Morera is vice president and general manager of the Large Format Printing Solutions business in the Imaging and Printing Group (IPG) at HP. This role includes worldwide research and development, marketing, finance and operations responsibility over the full range of HP Designjet large-format printers and supplies. This business is headquartered in Barcelona, Spain.

Previously, Morera was vice president and general manager for the Graphics Solutions Business in IPG in Europe, the Middle East and Africa (EMEA) region at HP. He was responsible for the business management of the company's Graphics Solutions Business portfolio and all sales and marketing activities with Graphic Solutions Business customers. Morera also was the finance vice president for IPG in EMEA and before that was controller of the Consumer Business Organization at HP.

Since first joining HP in 1988 as a financial analyst, Morera held a variety of management positions in the finance organization within IPG.

Morera holds a Bachelor of Administration from ESADE (Escuela Superior de Administración y Dirección de Empresas) in Barcelona.