Von Hansen

Vice President and General Manager, Value Enterprise Products; LaserJet and Enterprise Solutions
Hewlett-Packard Company

Von Hansen is vice president and general manager of the Value Enterprise Products organization in the Imaging and Printing Group (IPG) at HP. He is responsible for the overall product strategy and development of HP's enterprise products, including the color and monochrome multifunction and single function LaserJet portfolio, the digital copier portfolio, and HP's complete line of scanners – from consumer to enterprise.

Hansen has held key management and research and development positions within IPG, including vice president and general manager of Business InkJet Products and Technology, vice president of Multifunction Products, and director of Engineering for LaserJet Products.

Hansen joined HP in 1976 as an R&D engineer developing controller hardware and firmware for HP's first laser printer. He also was project manager on the original "LaserJet Classic" printer introduced in 1984.

Hansen holds a master's degree in electrical engineering from Stanford University and received his Bachelor of Science degree in electrical engineering from Utah State University.