

HP Inc.
1501 Page Mill Road
Palo Alto, CA 94304

hp.com



Executive Biography

Kobi Elbaz

Vice President and General Manager, Personal Systems, HP Americas



Kobi Elbaz is Vice President and General Manager of the Americas Personal Systems Business at HP. Kobi's end to end responsibilities include P&L management, product management, sales management, business planning and operations, and marketing for both Consumer and Commercial product categories in the Americas region.

Prior to this role, Kobi was Vice President of North America Commercial Personal Systems, responsible for the overall Commercial business, including product, marketing and sales strategies; business and product development; and business execution for North America.

Kobi joined the company in 1996. Since that time he has held various leadership positions, including Vice President of Commercial Personal Systems, Printing and Personal Systems for Europe for the Middle-East and Africa (EMEA), as well as General Manager of Personal Systems Group in Israel and Director of Commercial Retail Solutions for PPS EMEA. He currently lives in Northern California with his family.