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Executive Biography

Joan Perez Pericot

General Manager, Large Format Production
HP Inc.



As HP Large Format Production's General Manager, Joan holds worldwide responsibility for the long term strategy and day-to-day operations of the Large Format Production (Latex) business.

Prior to his current role, Joan was Large Format Production's Global Business Director, responsible for both product marketing and current business management.

Joan joined HP in 1992 as a process engineer and has held various positions in operations, marketing and business management within Imaging & Printing. While in operations, he was responsible for the production start-up of the DeskJet manufacturing in Barcelona, holding different management roles in process and product engineering and later leading the expansion of contract manufacturing into Eastern Europe and achieving landed cost parity with Asia.

Since 2001, Joan has taken several marketing roles, first in the DesignJet business (focused on Corporate & SMB segments) and later in HP Scitex, with the responsibility for the marketing integration of Scitex, NUR Macroprinters and ColorSpan after the HP acquisitions, to become the marketing director of HP Scitex. Also, he has been responsible of the launch of the HP Latex technology at drupa 2008 and the expansion of HP Latex products, to become market leaders at worldwide level and one of the fastest growing businesses at HP.

Married, with three kids, Joan Perez Pericot holds a degree in mechanical engineering from The School of Industrial Engineering of Barcelona and an MBA from ESADE business school in Barcelona.