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Executive Biography

Santi Morera

General Manager & Global Head, Graphics Solutions Business



As General Manager & Global Head of HP's Graphics Solutions Business, Santi Morera and his team provide superior experiences to graphics print customers worldwide. Prior to his current role, Santi led the Home Printing Solutions organization, where he drove printing products & Inkjet development solutions delivering new business model innovations with a customer experience focus.

This followed his tenure as General Manager & Global Head of the Inkjet & Printing Solutions business within HP's Printing organization. In this role, he was responsible to provide leading home, SMB and Enterprise focused inkjet printing products and solutions to the market.

In his past experience, Santi was VP and GM of the global Inkjet Supplies Business. This role included responsibility for driving profitable business growth in HP's inkjet supplies. He also had executive accountability for the Emerging Markets strategy for the IPS business and responsibility for worldwide manufacturing and supply chain operations for inkjet supplies. In this leadership role, he was also responsible for the Specialty Printing Systems and IPS Big Data organizations.

Earlier, Santi has also served as VP and GM of the HP Large Format Printing Business. In this role, he led worldwide R&D, Marketing, Finance and Operations functions supporting the full range of HP Designjet and HP Scitex large format printers and supplies. Headquartered in Barcelona, Spain, this business also had operations in Israel.