



## Executive Biography

### **Anneliese Olson**

General Manager and Global Head of Home Printing Solutions at HP

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Anneliese is responsible for the worldwide Home Printing Solutions business, enabling the strategy, product portfolio development and investment plans to deliver profitable growth for HP. With over 20 years of experience at HP, Anneliese brings a deep GTM knowledge, experience in mature and emerging countries, and a strong growth mindset to this role. Alongside promoting HP's Home Print Transformation initiatives, Anneliese is also a strong advocate for diversity and inclusion at HP. She is particularly passionate about cultural integration and promoting women in leadership – she was the Executive Sponsor for APJ diversity efforts, including the Women In Networking (WiN) group in Singapore.

Prior to her current role, Anneliese was Vice President & General Manager of HP's Personal Computing Category for the Printing and Personal Systems Group, Asia Pacific and Japan. In addition to overseeing the region's entire portfolio of personal computing products, she drove new market growth and geographic expansion in the region, as well as led a key initiative to develop a portfolio of innovative computing products and solutions for customers throughout Asia.

Since 1994, Anneliese has held various worldwide, regional and country positions across both the PC and printing businesses at HP. During her 23-year tenure, most of her roles included responsibility for business profitability while leading change within HP in product strategy, product marketing and go-to-market strategies.

With a Bachelor of Science in Marketing from Santa Clara University, Anneliese also studied abroad in Denmark at Nykobing Katedralskolen, and has held a number of board positions with non-profit organizations focused on improving the lives of women and children.