

Ladd Martin
Director of Global Marketing
Home Printing Solutions
HP Inc.

A native of Seattle and graduate of the University of Southern California, Ladd got his start making ads at Omnicom's Goodby, Silverstein & Partners San Francisco, working on some of HP's most iconic work. In 2007, GSP sent him to London, to spend two years building out a global integrated team for HP in partnership with BBDO. Returning to SF, he became the father of twins and worked on several PepsiCo initiatives – from corporate marketing to leading the Doritos and Cheetos accounts, gaining a reputation for communications innovation. In 2011 Ladd joined BBDO New York where he worked with HP, 3M, and in his last role, led BBDO's PepsiCo business, where he led BBDO's global and US teams creating work for Mtn Dew, Pepsi, Lay's, Quaker, and Tropicana.

Ladd joined HP November 1, 2017 to lead Global Marketing for Home Printing Solutions. He lives in Palo Alto with his wife Sarah and twin seven year olds Sophie and Drake.