



## Executive Biography

# Santi Morera

General Manager and Global Head Graphics Solutions Business  
HP Inc

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Santi Morera is the General Manager & Global Head of HP's Graphics Solutions Business, responsible for driving overall strategy and financial performance. This includes the sale, delivery and servicing of the GSB portfolio, with products ranging from large format printers to digital printing presses, and solutions in the areas of publishing and personalization, amongst others.

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 Inc.'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.

From 2003 to 2006, Santi was VP and GM for the Graphics Business (GSB) in EMEA. Santi was responsible for the business management of the entire Graphics portfolio and all sales and marketing activities with Graphic channel partners and customers.

Santi joined HP in 1988 as a Financial Analyst for the HP Barcelona Division. From 1988 thru 2003 he held a variety of increasingly responsible leadership positions in HP's Imaging and Printing finance organization. This included roles as Finance Vice President for the Imaging and Printing Group in EMEA and Controller of the HP Consumer Business Organization.

Santi holds a bachelor's degree in Business Sciences and an MBA from ESADE Business School in Barcelona.