Alex Cho
President, Personal Systems
HP Inc.

Alex Cho is the President of the Personal Systems business at HP. As head of the $35 billion business, he leads a global technology portfolio spanning PCs, displays and accessories, services, software, and immersive computing.

A 23-year veteran of HP, Alex has served in multiple strategy and operational positions spanning the company's PC, Printing and Services business in the Americas, Europe and worldwide functions. He most recently served as Vice President and General Manager of HP's Commercial PC business with worldwide P&L responsibility for commercial notebooks, desktop computing, accessories and displays businesses. The business achieved significant revenue and profit growth under his leadership, re-establishing HP as the world's number one commercial PC manufacturer. Alex was responsible for building HP's commercial insight to innovation capability, architecting the vision around HP's Office of the Future strategy as well as Education and Healthcare initiatives. In addition, he brought deep security knowledge and built differentiated capabilities that have made HP the world's most secure and manageable PCs.

Over the course of his career, Alex has led HP's LaserJet Supplies and Installed Base business globally, driving strategy, development and execution for the multi-billion dollar printing supplies category. He has also served as Vice President for LaserJet Printers and Supplies in the Americas region, and worked in Europe managing HP's Software Management Services category.

Alex holds a B.S. in Industrial Engineering and an M.S. in Engineering and Industrial Management from Stanford University. He is based in Palo Alto, California, with his wife and four children.