



Executive Biography

Anneliese Olson

Global Head, Print Category
HP Inc.



Anneliese Olson is the Global Head of Category and Sustainability for HP's printing business. In this role, she leads the Print Category within HP's newly formed Commercial Organization, where she is responsible for global category management for Print, 4P execution, P&L management, and country management. Additionally, she is the lead on the overall print sustainability strategy. With 25 years of experience at HP, Anneliese brings a deep go-to-market knowledge, experience in developed and emerging countries, product and new category management and a strong growth mindset to this role.

Prior to her current role, Anneliese was General Manager and Global Head of Home Printing Solutions at HP. In this role, Anneliese was responsible for the worldwide Home Printing Solutions business, enabling the strategy, product portfolio development and investment plans to deliver profitable growth for HP. Before her leadership role in HP Print, Anneliese was Vice President & General Manager of HP's Personal Systems Category for Asia Pacific and Japan (based out of Singapore).

Anneliese is also a strong advocate for sustainability and diversity at HP. She is particularly passionate about worklife integration, workplace inclusion and women in leadership – she was the Executive Sponsor for HP's APJ diversity efforts, including the Women In Networking (WiN) group in Singapore.

Since 1994, Anneliese has held various worldwide, regional and country positions across the PC, printing and services businesses at HP. Those roles have included responsibility for business profitability while leading change within HP in product development, 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. She also has held a number of board positions with non-profit organizations focused on improving the lives of women and children. Currently based in the Bay Area with her husband and two children, she enjoys travel, music and DJ lessons.