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Executive Biography

David Laing

Director, Future Product Marketing, HP Inc.



David Laing is the Director of Future Product Marketing for HP's contractual A3 MFP and printer products. Based in Boise, Idaho, David and his team are responsible for driving strategy, innovation and competitiveness of HP's new devices for the reseller channel who sells devices to their customers on cost per page contracts.

David joined HP twenty-seven years ago. Most recently, David led HP's 2017 entry into the A3/copier market, resulting in the acquisition of Samsung's printing division.

David holds an undergraduate degree in accounting from the University of Colorado and an MBA from Indiana University.