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Executive Biography

Jos Brenkel

Global Head of Sales Strategy & Operations



Jos Brenkel is a 30+ year HP veteran, having first joined the company in South Africa in 1986.

Jos currently leads the Global Sales Strategy and Operations across HP. In this capacity, Jos is responsible for defining and implementing the Sales operating model across all customer segments in all three regions. This includes all sales operations, sales compensation, sales training, channel marketing and sales strategy.

Prior to this role, Jos led Worldwide Sales for HP Printing and Personal Systems (PPS). In this capacity, Jos was responsible for defining the PPS operating model, aligning PPS sales and go-to-market efforts, and identifying synergies and efficiencies within PPS to accelerate revenue and margin growth.

During his tenure with HP, Jos also held the role of SVP in the Asia Pacific and Japan (APJ) region for HP's Personal Systems Group. As head of that region, he was responsible for managing all the PC business across all APJ. Prior to that role, he was Vice President and General Manager of PSG's Middle East, Mediterranean and Africa region. In this position, Jos successfully drove all go-to-market efforts including sales, operations and supply chain, marketing, SMB support and category management, growing both revenue and operating profit.

Jos' professional history with HP includes a variety of other posts across the company and around the world, including head of the Solution Partners Organization (SPO) for HP in EMEA, Worldwide Marketing for business PCs based in California USA, vice president and general manager of HP's European business PC operations, and program manager for the networks division.

Jos is a French national and holds a bachelor's degree in commerce and an honors diploma in marketing from Witwatersrand University in South Africa.