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Executive Biography

Simon Ewington

General Manager, Graphics Solutions Business
Europe, Middle East and Africa
HP



Simon Ewington is the General Manager of the Graphics Solutions Business in Europe, Middle East and Africa, HP since December 2017.

In this role, he is responsible for driving HP's overall business strategy and end-to-end operations for the graphics segment in the region. Simon oversees a broad portfolio of products ranging from large format printers to digital printing presses. His team is accountable for continuing the company's leadership in Graphics solutions across EMEA.

Simon brings more than 20 years leadership experience with a career stretching back in HP since 1994 having joined as a Graduate Trainee. Since then Simon has held various leadership positions in both the UK&I and in EMEA across Outsourcing Sales, Managed Print Services, Supplies Sales and various Channel positions with his prior role leading Channel Sales in EMEA for Hewlett Packard Enterprise.

In this role Simon was accountable for defining the overall EMEA Channel Sales strategy, managing the overall relationship and driving the sales and marketing activities for Hardware, Services and Solutions to all partners within the region.

Simon has a BA (Hons) degree from the University, West of England. He is married with two daughters and is based in HP's European headquarters in Geneva, Switzerland.