

Executive Biography

Luciana Broggi

Head of Global Route-to-Market Centre of Excellence
HP Inc.



Luciana Broggi is SVP and Head of Global Route-to-Market Centre of Excellence (COE). In this role, she is responsible for designing and implementing the end to end route-to-market sales strategy for HP's Hardware and Services portfolio. Luciana is focused on optimizing the company's sales ecosystem of direct, inside sales, channels and alliances to deliver a best-in-class, seamless sales experience.

Before taking her current role, Luciana was Head of Global Accounts and Channel Strategy responsible for establishing the strategy and managing the company's top global strategic accounts and channel partner landscape.

Previously, Luciana was Vice President (VP) and General Manager (GM) of Enterprise Solutions for EMEA and responsible for Hardware and Services sales for Print and Personal Systems. She also held the position of MD and General Manager of General Western Europe (GWE) for the Personal and Printing Systems Organization.

During Luciana's 30 years with HP, she has held a variety of leadership roles including VP and GM of the Personal Systems Channel Sales Organization in Asia Pacific and Japan, General Manager in India and China for Personal Systems, Chief of staff of the Personal Systems EMEA, VP of Marketing for Personal Systems EMEA, Director of Distribution Development and Sales, Partner Business Director, Channel Marketing Director and Channel Operations Manager.

Luciana has a degree in Economics from the Bocconi University in Milan, Italy.