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Biography

Guayente Sanmartin

Vice President and General Manager

Large Format Design Business

HP



Guayente Sanmartin is the Worldwide Vice President and General Manager of the HP's Large Format Business, being responsible of the strategy and development of the organization. The HP Large Format portfolio includes the full range of HP Designjet series, HP Latex and HP Stitch printers and solutions. Guayente and her team are responsible to deliver innovative solutions addressed to the Architects and Construction professionals, as well as Print Service Providers who offer applications for indoor and outdoor signage and textiles. The headquarters of this business is in Barcelona, Spain, and it has operations in China and Malaysia.

Guayente joined HP as an R&D Engineer in the Large Format Business. Since then she has developed a strong leadership trajectory in a variety of global positions both in the Printing and in the Personal Systems groups across Europe, Asia and US.

During her tenure in the Personal Systems group she was, first the worldwide Consumer-Service Business Unit Director, and after the Vice President of Commercial Desktops PC's Business Personal Systems, in Palo Alto CA, responsible for the transformation of the business with Product and Supply chain innovations such as the HP Elite Slice.

Before moving to the PS group in the US, Guayente was the General Manager for the HP's Large Format Business in Asia Pacific and Japan, where she was responsible for Sales, Marketing and Operations, achieving a 10% business growth.

During her period as worldwide Marketing Director in the Large Format Business, she developed projects of great impact such as the launch of the HP Designjet Z series, the HP Designjet L25500 and the first Large Format MFP, number 1 in the Industry during her tenure in the LF business, HP share sustained above 45%.

Guayente is passionate about innovation processes and development of teams, with special focus on women. She has been instrumental in the creation of several internal women networks and has been key note speaker at various universities and panels where she has shared her career experience to coach and inspire other professionals.

Guayente holds a Master Degree in Telecommunications Engineering from the Universidad Politecnica de Barcelona and a PDD Master Degree from IESE Business School in Barcelona, Spain.