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Executive Biography

Carles Farre

Global Head of Print Services & Solutions

HP Inc.



Carles Farre is the Global Head of Print Services and Solutions Business Unit and is based in San Diego, California. He is responsible for the contractual printing business for HP and development of digital services to enhance productivity of enterprise customers. His previous assignment was as Global Head and General Manager of PageWide Industrial business. This business is focused on delivering high production inkjet systems to lead the digital printing transformation in the industrial markets. In his tenure, this business has improved its operational delivery and profitability, and is implementing a multi-year strategic growth plan.

Prior to assuming the role of Global Head and General Manager of PageWide Industrial business, as a WW Director of PageWide Commercial, he was very connected with the GTM organizations, to understand customer needs, develop technical and commercial proposals and define the front-end organization required to scale the business.

Carles got his start with HP in 1999 in Barcelona, and he has held various engineering and management positions in research and development, operations, technical support, marketing, and business development. Most of his career was developed in the Large Format business, with experiences in inkjet consumer business and 3D. The variety of roles and businesses allowed Carles to gain a broad perspective of functional and business management, from operational to strategic planning, often leading innovation, and growth initiatives.

During his career and personal trajectory, Carles has lived in five different countries, which has allowed him to develop a broad perspective, flexibility to adapt to changes, ability to learn fast and an inclusive leadership style.

Carles holds a master's degree in mechanical engineering from the Universitat Politècnica de Catalunya, and an Executive MBA from IESE Business school in Barcelona. He did the Building Innovative Leaders program at Stanford Graduate School of Business in 2015 and completed the Advanced Management Program (AMP) at Harvard Business School in 2022.