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Kobi Elbaz is the Senior Vice President and General Manager of the Global Channel organization at HP, responsible for all channel and partner-facing engagement on a global scale for the entire HP portfolio, including responsibility for building and executing HP's channel partner strategy, driving HP partner growth, and managing HP sales centres globally.

Previously, Kobi served as the General Manager of HP Global Personal Systems Category, responsible for P&L management, product management, sales management, and business planning and operations for both Consumer and Commercial product categories. Under his leadership, the team transformed Personal Systems Category management across all geographic markets while driving record revenue and profits.

Since joining HP in 1996, Kobi has served in a variety of leadership positions including Vice President and General Manager of Personal Systems for the Americas region, Vice President and General Manager of Personal Systems for the EMEA region, and Country General Manager for HP Israel.

Kobi and his family are based in Northern California.