



Executive Biography

Kobi Elbaz

General Manager, Global Channel Organization

kobi.elbaz@hp.com



Kobi Elbaz is the General Manager of 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 Centers globally.

Kobi brings a wealth of channel experience and category expertise to this role. Most recently he served as the GM of HP 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 PS 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 GM of Personal Systems for the Americas region, Vice President and GM of Personal Systems for the EMEA region, and Country GM for HP Israel.

Kobi and his family are based in Northern California.