



Executive Biography

George Brasher

General Manager and Global Head
HP Print Services and Solutions Business
HP Inc.



George Brasher is the General Manager and Global Head of the HP Print Services and Solutions Business. He is responsible for the full Print Services and Solutions portfolio, business strategy, infrastructure development, P&L management and go to market strategies for the Commercial segment. This includes direct and channel-led Managed Print Services, document and security solutions, and Care Pack services.

Most recently, George served as the Managing Director of the United Kingdom and Ireland (UK&I) market for HP, spanning the breadth of HP's Print and Personal Systems portfolio and go to market activities. It was during his tenure that the UK&I team won the 2017 and 2019 CRN Vendor of the Year awards. Over his 30-year career at HP, George has held a number of senior leadership roles across multiple regions and functions. Prior to relocating to the UK, George served as Vice President & General Manager of HP's global Laser Printer business. He has also served as Vice President of US Printing and Supplies, as well as Vice President of LaserJet Supplies in the Europe, Middle East and Africa region.

A long-term advocate of increasing diversity in the industry, George is a founding board member of the UK-based Tech Talent Charter, which promotes diversity and careers for women in the tech sector. He holds a Bachelor's degree in business from Baylor University and Master's degree in business administration from Pennsylvania State University.