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Executive Biography

Zoe Westwood

UK&I End User Sales Director, HP Inc.



As UK&I End User Sales Director, Zoe is currently responsible for the End User business for HPI UK Inc and has overall responsibility for all customer vertical sectors- Financial Services & Insurance, Manufacturing, Retail, Public Sector, Defense & Ireland.

Zoe has accountability for P&L, budgeting, cost control, strategic partnering and business development. Zoe is a strong believer in the power of people and is passionate about people and their development.

Zoe has been with HP for 8.5 years and has held various roles across the end user space. Most recently as the NWE Sales Enablement End User Director, focused on driving got to market strategies and enhancing the pan HP customer experience. Prior to this, Zoe served as the Financial Service district manager for the UK & Ireland market.

Zoe started her career in technology at Brother UK Ltd where she held various internal & external based assignments across the UK & Ireland over a 10-year period.

Zoe lives in Lichfield with her family and enjoys spending time with friends & family along with great wine and food.