# Herbert Koeck
## Vice President and General Manager, LaserJet and Enterprise Solutions, Imaging and Printing Group, Americas

### Hewlett-Packard Company

Herbert Koeck is vice president and general manager of the LaserJet and Enterprise Solutions Business in the Imaging and Printing Group, Americas region, at HP. He is responsible for the LaserJet, supplies, channel contractual services and solutions.

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In this role, Koeck optimizes business strategies that drive go-to-market tactical excellence in regional category management, supply chain, marketing and demand creation, and commercial sales and services. He also is part of the Imaging and Printing Group's Americas leadership team.

Koeck began his career at HP in Austria as a calculator sales representative 23 years ago. Since then, he has held a variety of leadership positions at HP, including general manager and vice president, Imaging and Printing Group, Eastern Europe; director, HP Channel Business, Europe, Africa and the Middle East; and vice president, HP LaserJet Business, Asia Pacific region. Koeck's additional business and category management experience includes PCs and servers.

Koeck holds a degree in computer science from the Technical University in Vienna.