Alex Cho

President, Personal Systems Business
HP Inc.

Alex Cho is the President of the Personal Systems business at HP. As head of the $38 billion business, he leads a global technology portfolio spanning PCs, displays and accessories, services, software, and immersive computing.

A 25-year veteran of HP, Alex has served in multiple strategy and operational positions spanning the company's PC, Printing and Services business in the Americas, Europe and worldwide functions.

Alex holds a B.S. in Industrial Engineering and an M.S. in Engineering and Industrial Management from Stanford University. He is based in Palo Alto, California, with his wife and four children.