Executive Biography

Alex Cho
President, Personal Systems, HP Inc.

Alex Cho is the President of the Personal Systems business at HP. As head of the $35 billion business, he leads a global technology portfolio spanning PCs, displays and accessories, services, software, and immersive computing.

Over the course of his career, Alex has led HP's LaserJet Supplies and Installed Base business globally, driving strategy, development and execution for the multi-billion-dollar printing supplies category. He has also served as Vice President for LaserJet Printers and Supplies in the Americas region, and worked in Europe managing HP's Software Management Services category.

Alex holds a B.S. in Industrial Engineering and an M.S. in Engineering and Industrial Management from Stanford University.

Alex is based in Palo Alto, California, with his wife and four children.