



Executive Biography

Kobi Elbaz

Senior Vice President & General Manager
Global Channel, Sales Innovation & Operations



Kobi Elbaz serves as the Senior Vice President and General Manager of Global Channel, Sales Innovation & Operations at HP. In this role he is responsible for directing the company's global go-to-market model across all HP solutions and services. This worldwide organization spans HP Channel, Sales Operations, Transformation, M&A Integration and End User Sales Centers of Excellence.

Prior to taking the helm in his current role, Kobi served as Senior Vice President and General Manager (GM) of HP's Global Channel Organization, responsible for all channel and partner facing programming and engagement on a global scale, across the entire HP portfolio. Under his leadership, the company expanded HP Amplify, a first-of-its-kind global channel program, to all partners and integrated all HP products and services into one unified global platform. The award-winning HP Amplify program provides the insights, capabilities and collaboration tools needed to drive growth as digital transformation and customer purchasing behaviours continue to evolve.

Since joining HP in 1996, Kobi has served in a variety of leadership roles including Senior Vice President & GM of HP's Global Personal Systems Category, Vice President & GM of Americas Personal Systems, Vice President & GM of EMEA Personal Systems, and Country Managing Director for HP Israel.

Kobi and his family are based in Northern California.