



Executive Biography

Annette Friskopp

Vice President and General Manager PageWide Industrial (PWI)
Industrial Print
HP Inc.



Annette Friskopp is the General Manager and Vice President of PageWide Industrial (PWI), in HP's Industrial Print. PWI produces inkjet presses and solutions for production printing at offset-class quality on a sustainable basis to companies in the general commercial, production mail, publishing and corrugate printing markets. PWI is the digital print market leader in many growth segments.

The PWI business unit's innovation leads the industry's digital transformation and brings to market web presses ranging from 20" to 110" wide based on HP thermal inkjet technology. PWI provides customers total solutions including a suite of workflow tools and the largest partner ecosystem comprised of third-party finishing equipment to optimize a print applications and production facilities. PWI's solutions enable customers to unlock profitable opportunities while saving energy and optimizing their resources.

Prior to her current role, Annette led Specialty Printing & Technology Solutions (SPTS) in Microfluidics Technology Organization (MTO) in HP Print. SPTS sells printheads and inks as well as print engines and modules to OEMs who in turn build and sell finished industrial and postal solutions globally. SPTS also developed and brought to market the life science dispense solutions product line. This innovation expanded HP's thermal inkjet technology and IP into life science devised to enable drug researchers to create breakthrough drugs and vaccines.

Annette has held various leadership positions in HP over the past 14 years including Head of Direct Print Solutions, HP Labs Advisory Board, Head of Strategic Account Management, Executive Sponsor of Global Pride, Global Diversity Advisory Council, and Director of New Business Development and Web Strategist.

She has over 30 years of experience growing profitable technology businesses in the United States, Europe and Asia. She has held senior management roles in companies as small as startups to as large as Mitsui. She earned an MBA from Harvard Business School. Her personal passions include her family, cycling, drawing, and many activities outdoors.