



Executive Biography

Noam Zilbershtain

Vice President and General Manager HP Indigo and Scitex
Industrial Print
HP



Noam Zilbershtain assumed the role of General Manager for HP Indigo in April 2022. In this role, he is leading the growth and expansion of HP Indigo's digital print technology and solutions in the commercial, labels, and packaging markets worldwide.

Noam previously served for nearly two years as the head of HP Indigo's Operations, leading the Global HW & Supplies Businesses Operations (Manufacturing & Engineering) and the Sourcing, Supply Chain, Planning & Quality functional teams. Through his focus on 4 main strategic objectives - improving customer experience and quality, transforming New Product Introduction, driving Lean transformation and operational excellence and realigning supply and demand processes, Noam managed to lead operations to fulfil the growing market demand for Indigo's products while overcoming significant global challenges.

Noam joined HP following 20 years at General Electric Healthcare where he held the position of General Manager, Global Imaging Subsystems Detectors & Site Leader in GE Healthcare. His prior positions include the global leadership of Business & Product Management, R&D, Manufacturing, Quality, Marketing & Sales.

During his diverse career, Noam has led multi-functional teams throughout product life cycles to drive business growth & operational excellence. He is passionate about customer experience and innovation and believes that the professional development of teams and individuals is the key to business & personal success.

Noam holds a B.Sc. *cum laude* in Mechanical Engineering from the Technion, and an MBA in Marketing and Information Systems from Tel-Aviv University. He is a certified Quality Engineer from The American Society for Quality and a certified Six Sigma Black Belt.

Noam lives in Kiryat Ata with his wife Limor and their three children. In addition to spending time with his family and friends, Noam enjoys photography & sports, especially playing soccer and watching his favorite team, Barcelona and his favorite player, Messi.