

Javier García

Investor | Mentor & Executive Coach | Fortune 50 Executive | Global P&L | Technology | Product | Transformation | Profitable Growth | Business development | M&A

Barcelona, Spain



Summary

With over 30 years of experience leading multinational businesses across engineering, manufacturing, services, marketing, sales, and strategic planning, I champion a strong focus on product and service development, leading organizations through significant change and achieving scale with operational excellence. As a senior executive and general manager of multibillion-dollar businesses, I'm known for building high-performance teams and fostering an open culture that values diversity of thought, builds commitment, and sparks innovation and passion.

Recognized as a high-performing visionary with strategic wisdom, I'm now driven to share my experience and fuel the next generation of business leaders. I bring a wealth of knowledge to help executives, organizations, and entrepreneurs achieve their full potential.

My long-term assignments in the USA, China, Middle East and Spain give me a unique international experience.

Key Strengths

Technology productization

Proven record of moving businesses from basic technology incubation to product or service development that fits the market and new business models.

Scaling Businesses

Broad experience in building and transforming industrial, commercial, and retail supply chains and routes to markets, from multimillion-dollar consultative sales to single-digit mass consumer subscriptions.

High Performing Teams

Having lived on three continents, I have created highly engaged, aligned and diverse staffs, leading thousands of employees across many countries worldwide, delivering growth, best experience and profit.

Experience

Business Angel, Mentor and Executive Coach

Nov 2023 – present (Barcelona, Spain)

- Developing an investment portfolio in promising technology start-ups.
- Providing mentoring and coaching to business leaders willing to maximize their careers.

WW President of Office Printing Solutions at HP Inc.

March 2023 – Feb 2024 (WA, USA)

- Responsible for the iconic Laser Office Print multibillion-dollar business worldwide.
- Delivered the best portfolio of multifunction printers and copiers suitable to fit the needs of the new hybrid working needs.
- Led HP's strategic relationship with Canon to deliver the best technologies, competitive costs and supply. Aligned CEOs and ELT members.

SVP & WW General Manager of Print Hardware Systems. HP Inc

Nov 2019 – Feb 2023 (WA, USA)

- Redefined HP's printer portfolio with a 50% total simplification, driving better gross margin and market share.
- Drove the print business through the pandemic challenges of increased demand and supply chain constraints.
- Transformed transactional business, adding millions of customers to new subscription models (Instant Ink), new software solutions (HP+) and innovative Print as a Service consumer service (HP All-in).

SVP & WW General Manager of PC Workstations and Virtual Reality. HP Inc

May 2017 – Oct 2019 (CO, USA)

- Led the highest-performance PC segment WW, reporting to the personal systems President, driving significant share gains.
- Transformed portfolio, enhanced industrial design and rebranded this multibillion-dollar business to target the growing population of content creators. (Z by HP)
- Developed the first HP workstation to develop Artificial Intelligence models and applications in partnership with Intel and NVIDIA.
- Develop a breakthrough immersive VR headset (HP reverb) in collaboration with Valve and Microsoft, delivering the best comfort and improved compatibility.

VP & WW General Manager of Large Format Printing Division. HP Inc

Nov 2015 – Apr 2019 (Barcelona, Spain)

- Worldwide Responsibility for HP Large Format products, including HP DesignJet, HP Pagewide XL, HP Latex and HP Scitex product categories. \$1B+ business B2B.

VP & WW General Manager of Scitex Industrial Printers Division. HP Inc

Oct 2011 – Apr 2019 (Netanya, Israel)

- Expanded HP Inc.'s leadership in the advertising and Packaging digital printing market.

Director Scitex Industrial Printers Division. HP inc

May 2009 – Oct 2011 (Netanya, Israel)

- Integration of Operations, R&D and RTM for newly acquired Scitex Co into the corporate structures.

Director, Shanghai Large Format Printing Group. HP China.

Jul 2006 - Apr 2009. (Shanghai, China)

- Open an in-country organization to develop, produce and distribute a designed-for-China portfolio of products.

Multiple management positions in R&D and Supply Chain. HP Inc. 1993- 2006 (Barcelona, Spain)

Sales Engineer. Novotecnic Europa. 1991- 1993 (Barcelona, Spain)

Education

Universidad Politécnic de Catalunya

BA, Engineering

ESADE Business School

MBA, Business Administration
School of Business Angels

CREATE Coaching

Certification by the International
Coaching Federation (in progress)

Volunteering

Senior Mentor for Building Innovative Leaders Training Program.

Solving Business challenges through innovation in collaboration with Stanford University and National Taiwan University

Languages: Spanish, English, Catalan and spoken French.

Interests: Running, Skiing, Scuba Diving, aspiring guitarist, husband, and father of 4

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