

# Javier García

*Mentor | Executive Coach | Startup Investor | Fortune 50 Executive | Global P&L | Deep Tech | Business Growth & Transformation Leader*

*Barcelona, Spain*



## Summary

With over 30 years of global leadership across technology, manufacturing, services, marketing, and strategy, I specialize in driving product innovation, transformative change, and sustainable growth. As a senior executive managing multibillion-dollar businesses, I am recognized for building high-performing teams and fostering cultures of innovation and diversity.

Passionate about leveraging innovation to create and scale businesses, I now help startups and executives achieve scalable growth, operational excellence, and global market expansion through strategic advisory and executive coaching.

Having worked and lived in the USA, China, the Middle East, and Spain, I bring a unique global perspective to identifying opportunities and driving business success.

## Key Strengths

### Technology productization

Proven track record of transforming innovative technologies into market-ready products and services that drives business growth.

### Scaling Businesses

Skilled in driving growth across diverse business models, from multimillion-dollar consultative sales in commercial markets to scalable subscriptions in consumer markets.

### High Performing Teams

With experience across three continents, I have built and led thousands of diverse employees to achieve exceptional growth and deliver outstanding customer experiences.

## Experience

### Founder at Avanscale Consulting S.L. *Since Nov 2023 (Barcelona, Spain)*

- Executive Coaching for C-level leaders and entrepreneurs.
- Independent advisor to startups and SMBs on growth, business planning, and fundraising.

### Advisor at Distinct S.L. *Since March 2025*

- Advisory Board Member and ESADE Business Angel Network Lead investor.

### Board Member at Corporación Ind. Guayule *Sept 2024-April 2025*

- Led seed fundraising and strategic growth planning.

### Mentor at Barcelona Activa *since Nov-2024*

- Mentoring startups and small businesses on business model validation and growth.

### WW President of Office Printing Solutions at HP Inc. *March 2023 – Feb 2024 (WA, USA)*

- Led the global Laser Office Print business (\$B+) during hybrid work transformation.
- Delivered the best HP Inc portfolio ever of multifunction printers and copiers
- Drove strategic partnerships and optimized global operations. Aligned CEOs and ELT members.

### SVP & WW General Manager of Print Hardware Systems. HP Inc. *Nov 2019 – Feb 2023 (WA, USA)*

- Simplified product portfolio by 50%, increasing profitability and market share.
- Drove the print business through the pandemic challenges of increased demand and supply chain constraints.
- Pivoted to subscription models, growing customer base by millions (Instant Ink) and new aaS software solutions.

**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, driving significant share gains.
- Transformed portfolio, redefined industrial design and rebranded business to target content creators. (Z by HP)
- Developed AI-focused systems in close partnership with NVIDIA.
- Developed a breakthrough immersive VR headset (HP reverb) in collaboration with Microsoft, delivering the best comfort.

**VP & WW General Manager of Large Format Printing Division. HP Inc.** *Nov 2015 – Apr 2017 (Barcelona, Spain)*

- Managed \$1B+ global B2B business for HP Large Format Printers, including DesignJet, Latex and Scitex categories.

**VP & WW General Manager of Scitex Industrial Printers Division. HP Inc.** *May 2009 – Apr 2019 (Netanya, Israel)*

- Expanded HP Inc.'s leadership in Industrial market: advertising and Packaging digital transformation.
- Integration of Operations, R&D and RTM for newly acquired Scitex Co.

**Director, Shanghai Large Format Printing Group. HP China.** *Jul 2006 - Apr 2009. (Shanghai, China)*

- Opened an in-country division to develop, produce and distribute a designed-for-China portfolio.

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

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

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## Education

**Universidad Polit cnica de Catalunya**

BA, Engineering

**ESADE Business School**

MBA, Business Administration  
School of Business Angels

Certified Executive Coach

PNL practitioner

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## Volunteering

**Senior Mentor for Building Innovative Leaders Training Program.** *A Stanford University program. (Palo Alto, California)*

**Mentor at ESADE Consultores Solidarios** *Consulting and mentoring pro-bono to local NGO's (Barcelona, Spain)*

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## Languages:

Spanish (native), English (fluent), Catalan (native), French (basic conversation).

## Interests:

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

## Contact Info

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