

From Barcelona with love

Part 1



Elisa Garcia

EMEA Supplies
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Editor's introduction

From Barcelona with Love

"Encounter with WW product Supplies CoE"

Out of the blue, whilst my mind was unanimously focused on creating the Supplies Game Plan, I was invited to launch the first Portrait of HP outside the UK&I. Surely I accepted, despite the crippling nervousness about the uncertain route this new adventure could take.

To some people nothing happens by accident. These interviews and portraits were taken on the 14th February 2023 in Barcelona. Was this an opportunity to reflect upon actions towards other people, perhaps out of love? What do we owe to our HP colleagues? How do we see ourselves as a group? What are we inspired and united by?

This issue of Portrait of HP brought me to photograph people I have known since the beginning of my career in HP, for nearly 20 years. I took this opportunity to give us space to hold conversations beyond the 4P, forecast, TAM, perhaps for the first time. This opportunity has revealed the importance of taking the time to get to know each other as persons and recognise our human side.

This edition of PoHP has also given me a chance to get to know a wide range of people I hadn't known before, from those who have started their corporate careers to those about to retire, starting a new chapter of their lives.

My hope is that these 14 portraits and the brief texts in the following two issues of Portrait of HP will shed light on a glimpse of our encounters and conversations.

Rodrigo Moctezuma
Chair, UK&I Multicultural Impact Network



Valeria Ricciardi

Ink Global Portfolio Manager

Our usual conversations with Valeria, HP INK Global Portfolio Manager, focus on the product NPIs (new product introduction), EOL (end of life), value proposition, TAM (total addressable market) and a long etc. So, I approached her with a standard Portrait of HP question:

What do you think about technology today? She elaborated along the following lines.

In our daily lives, where our need of simplification and mechanisation is most apparent, in the midst of those processes we'd rather avoid, there is a place where we are most likely to observe the benefits that technology brings. Not only offer the devices their innovative functions, but their equally relevant design.

It is in that intersection of practicality and aesthetics where, as if by magic, beauty becomes productive.



Eduardo Tombeur
Global T1 Marketing Manager

I have had a privilege to know “Edu” for two decades, since my early days in HP, when he ran the HP LaserJet for Latin America and I was Category Manager for Mexico first, and then for Argentina. We had a lot of fun when HP launched the first HP LaserJet 9000 in Argentina, and we ended up selling an impressive quantity of five units in total.

When we met again in Barcelona, I was impressed to see him full of energy, taking an active part in the Barcelona Business Impact Network, where initially the ‘IN’ began as a support for the expats to adapt to Barcelona life, and with time, it evolved as a platform to develop and execute DE&I actions and support members in creating their future opportunities for professional development.





Laura Camprovin

WW Print Supplies GTM Manager

When I took the UK&I INK Category Manager (2020) role, more than one person recommended speaking with her, due to her vast knowledge about the category, the product and know-how in the HP. Indeed, that first meeting enabled my better understanding of how the category is perceived from the European standpoint.

With her +20 years professional trajectory in HP, we talked about the reasons why HP remains attractive for the employees and the reasons that made her stick with the same company for two decades. She has held roles in finance, product and category at regional and global levels.

According to Laura, HP offers the opportunities to carry work one enjoys, making people want to grow, as well as boosting their personal development.

Laura is full of enthusiasm seeing Enrique Lores invigorating the vision of HP, with the HP “school of talent” mentality, where the company is working towards generating more opportunities for their employees’ development, with an ambition to become “the world’s most sustainable and just tech company—taking urgent action to combat climate change, protect human rights, and accelerate digital equity.” We as employees can be part of something bigger and can use HP power to generate a positive impact on our communities.



Kathleen Rivera
Marketing Program Manager

Kathleen, originally from Puerto Rico, changed her life radically 16 years ago, when she moved to the US. She swapped her Caribbean weather, her friendly folks and Spanish language, for (mostly) grey and rainy days, for her more business-oriented environment and English as her everyday means to communicate.

“As a migrant, you have got to relearn how to interact with your new environment, to generate a new ‘safety network’ and learn how to embrace a new culture”.

For Kathleen, DE&I actions ought to challenge exclusion as well as promoting - if not ensuring - wider diversity in higher executive roles.



Carlo Pomaroli
A4 Toner Global Portfolio Manager

It's been over 5 years Carlo has spent in HP Barcelona, now as A4 Toner Global Portfolio Manager. Among the values he appreciates in HP are our culture of trust and respect towards the employees and flexibility with which we are able to enjoy work-life balance that suits individual needs. Also, he shares that there is always something interesting that Barcelona offers, including conferences to enhance professional development and grow opportunities.

Carlo's thing is a motorcycle and he forms part of a group that explores Cataluña on a motorcycle. He is also involved in the charity sector, most recently with the NGO Cesal, where he fundraised over 13K € to develop a food lab in Haiti, which supported providing a local community with nutritious meals, working to reduce food waste while employing 30 local women.



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When I took her portrait, I asked Elisa to summarise our earlier conversation with her gaze. As you may wish to appreciate, a transparent window opened in her eyes.

“We have reached the age when it may be worth pausing for a bit to reflect; in order to take our lives in our hands again.”

In corporate reality, often different elements of our identity are in a constant dialogue, which at times is harmonious, at times full of contradictions. How could we discover our authentic path? What do we want our legacy to be? How could we balance our passions and needs we have in our day-to-day lives?

I’m fascinated by Elisa as a human who is focused, positive, energetic and passionate. She finds herself ready to begin her most recent professional challenge with a huge responsibility: sustainability.



New Issue

From BCN with Love. Part 1

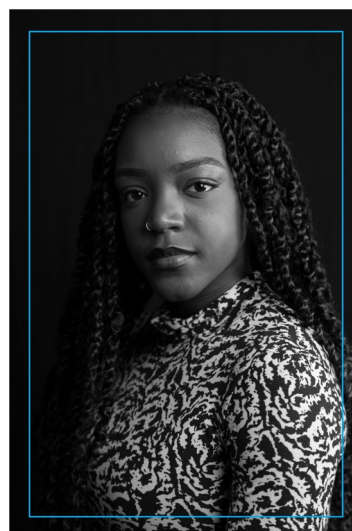
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Portrait of HP



Issue 1

Mila Smith



Issue 2

Elizabeth Adely



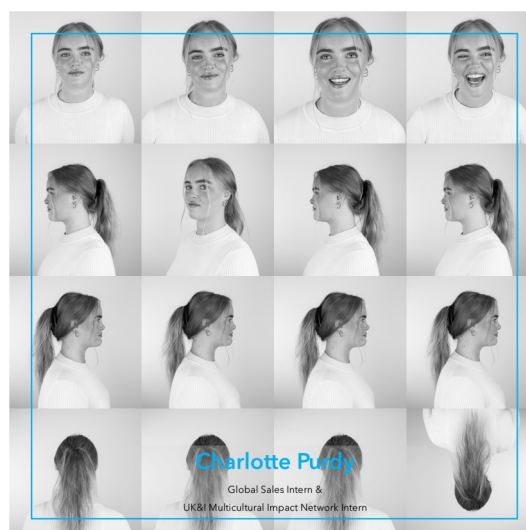
Issue 3

Mander Thiara



Issue 4

JumpIN Festival



Issue 5

Charlotte Purdy



Issue 6

Women in technology

Text translated from Spanish, reviewed and copy-edited by Gosia Polanska (Mojek).

Sop Rodchenvko is the artistic name of Rodrigo Moctezuma (Roddy).

www.SopRodchenvko.com

Portrait of HP

by Rodrigo Moctezuma

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