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Executive Biography

Alex Moñino

**Head of Marketing & Go To Market,
3D Printing Business
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Alex Moñino is the head of marketing & go to market for the HP 3D Printing business. Alex is responsible for 3D Strategy, Product roadmap, Marketing, NPI, Go To Market design and implementation.

Prior to this position, Alex was the WW Marketing Director for Large Format Printers, leading the transformation from single function to multifunction and launching a new Disruptive Category with a new GTM for HP PageWide XL printers.

Alex joined HP in 1997. Since then, he has held different marketing and business management positions for HP 3D Printing, Designjet, LaserJet and Inkjet Supplies; he has been based in HP Boise, San Diego and currently he is located in Barcelona.

Alex holds an Engineering degree on Industrial Organization by Universitat Politècnica de Catalunya, as well as formal training in Marketing Strategy and Management from INSEAD, Harvard and Kellogg School of Mgmt.