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Executive Biography

Emilio Juárez

EMEA Sales Director, HP 3D Multi Jet Fusion Business
HP Inc.



Emilio Juárez is the EMEA Sales Director, for HP 3D Multi Jet Fusion Business. This position includes responsibility for the development of HP's go to market strategy in EMEA including deployment of a dedicated sales organisation and a network of channel partners in EMEA.

Emilio re-joined HP in 2016, after having previously been EMEA Sales vice president at Stratasy, The 3D Printing Solutions Company. During his tenure at Stratasy, he was integral in the Objet merger and gained a deep understanding of the rapidly evolving 3D printing industry.

Prior to this role, Emilio spent more than 20 years at HP in a variety of leadership roles for 3D Printing, Large Format Printing, Inkjet and Laser Printer businesses. Emilio has vast experience in sales and marketing roles, across B2C and B2B. This experience has provided Emilio with significant insight on customer behaviour along the adoption curve for the 3D printing market.

Emilio holds a degree in Economics and a Master on Business Administration by University of Houston.