

## Executive Biography

# Vikrant Batra

Chief Marketing Officer  
HP Inc.

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Vikrant Batra is the Chief Marketing Officer for HP Inc. Vikrant has more than 20 years of experience in worldwide marketing and advertising across consumer packaged goods, utilities, finance and technology. He is an award-winning creative and marketing strategist and is the architect behind some of HP's most transformative and thought-provoking campaigns.

Vikrant has held a variety of marketing leadership roles since joining HP in 2010. Most recently he served as Global Head of Marketing for HP's \$20 billion Imaging and Printing business. He is credited with spearheading the business' shift to emotional storytelling – an approach that is anchored in insights, generates deeper connections with the global communities and drives demand. In this role he led all aspects of worldwide, regional and country marketing. Under his leadership, HP Studios released the [“The Wolf,”](#) a breakthrough web-based film series on security starring award-winning actor Christian Slater.

Prior to this he was the global head of marketing for HP's \$30B Personal Systems business where he led end-to-end marketing across PCs, mobility, solutions and services. During his tenure at HP, Vikrant has also led marketing for consumer PCs, commercial printing and corporate advertising & brand.

Vikrant joined HP after a range of senior advertising and marketing agency roles supporting top global brands, At TracyLocke he was a Senior Vice President responsible for managing strategic brand planning, and at the Integer Group, an Omnicom agency, he served as Group Director. He began his career at J. Walter Thompson.

Vikrant is a member of the Board of Project Concern International (PCI), a global development organization focused on addressing health, hunger and hardship. He holds a bachelor's degree in chemical engineering from University of Bombay, a master's degree in marketing and advertising management from University of Bombay and an MBA from Indiana University's Kelley School of Business. He is based in San Diego, CA.