



## Paul Brockbank

Vice President and General Manager, SMB Services,  
Imaging and Printing Group

### Hewlett-Packard Company

Paul Brockbank is vice president and general manager for the Small and Medium Business (SMB) Services segment of the Imaging and Printing Group at HP. He is responsible for the day-to-day operations of Logoworks by HP, one of the world's largest providers of graphic design services. Logoworks offers small businesses an easy and affordable web-based service to design, develop and print marketing collateral.

Prior to joining Logoworks, Brockbank served as the chief executive officer of Enhance Interactive. Under his leadership, the company was sold to Marchex in 2003. Previously, Brockbank held a variety of senior leadership positions at Franklin Covey and the Covey Leadership Center, and other strategic roles with Andersen Consulting (Accenture) and Trammell Crow Company.

Brockbank holds bachelor's and master's degrees in business administration from Brigham Young University. He currently resides in Provo, Utah.

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