

Executive Biography

Vivian Chua

Head of Singapore and Malaysia
& Managing Director, Singapore
HP Inc.



Vivian Chua is Head of Singapore and Malaysia, and Singapore Managing Director for HP Inc. She is responsible for driving HP's vision and go-to-market (GTM) strategy to achieve growth and profitability for HP in Singapore. She is also responsible for the country strategy and vision for Singapore and Malaysia.

Her priorities include making HP a leading, relevant and trusted brand by embracing diversity and sustainability and serving our employees, customers and local community. She is focused on advancing, disrupting and transforming our business through locally relevant business strategies. She also is well versed in maximizing opportunities in retail and SMB through partnership in the era of digital transformation.

Vivian has over 21 years of leadership experience in the technology industry. Her most recent role was Vice President for the Asia Pacific and Japan (APJ) Consumer Personal Systems at HP Inc., where she managed business profitability, go-to-market, sales and marketing.

Prior to that, Vivian held various leadership, sales and business development roles across Asia Pacific and Japan in regional and country capacities across PC and print at HP Inc. Her strong track record of success received top recognition in HP, with Vivian winning at the HP APJ Presidents' Club and Print Leadership Summit.

Vivian holds a Bachelors' degree in Business from RMIT.