



Executive Biography

Samuel Chang

SVP and Division President of Consumer PC Solutions



Samuel Chang is the Senior Vice President and Division President of Consumer PC Solutions at HP, Inc. Sam's organization is responsible for the planning, development and execution of all PC desktops and notebooks. This business represents \$8B in annual revenue for HP, Inc.

Samuel Chang brings over 25 years of experience in managing businesses at the intersection of technology and media.

Before joining HP, Samuel worked at LG in various leadership roles in Product, Strategy, and Corporate Development. Samuel initiated and launched LG's Smart TV business, including the acquisition and integration of the Palm/webOS team, generating over several billion dollars in revenue annually. He also launched the content and advertising business at LG.

Prior to his time at LG, Samuel started and led a team that drove the industry's first ARM and MPEG4 decoder System on Chip with the MiniMo platform, which was acquired by NXP for \$100M+ in 2008. Samuel's first job in Silicon Valley was with Intel in 1999. He held responsibilities in products and key OEM accounts, focusing on CPUs and systems for servers and laptops. Samuel began his career as an engineer and holds degrees from Georgia Tech and Carnegie Mellon (MS and MBA). He has US patents in the fields of image processing and data structure.

He is based in Los Altos with his wife and three daughters. He has been eagerly awaiting the final volume of Robert Caro's biography on LBJ since 2014. Samuel's first computer was a 286 with 512 KB of DRAM and a 10MB HDD in 1988.
