



Executive Biography



Stacy Wolff

Director of Notebook Design
Personal Systems Group

Hewlett-Packard Company

As Director of Notebook Design for HP's Personal Systems Group, Stacy drives design strategy and oversees worldwide design development. During his tenure with HP, Stacy has been instrumental in restructuring the business group by taking it from a technology driven developer to a trend focused design leader. In addition to Industrial Design, he is also responsible for User Interface Design, Packaging Design, and End User Documentation.

Recently, Stacy was responsible for delivering HP's award winning HP Pavilion and Compaq Presario notebook families with the HP Imprint finish. This year, he also brought a new level of design to the business notebook category by creating the new HP EliteBook family of notebooks. These elegant, aluminum notebooks have already received several awards, most notably Red Dot, iF, and ID Magazine, in their first few months of launch. It was also under his leadership that the acclaimed Vivienne Tam Special Edition HP Mini was developed.

Prior to HP, Stacy was Director of Design for Compaq's Consumer Products Group where he helped deliver several industry firsts, like the multi-award winning TC1000 Tablet Computer. Before joining Compaq in 1995, he also served in various roles ranging from Lead Designer to Design Manager within other Fortune 100 companies.

Stacy has more than 22 years of design experience and holds a Bachelor of Fine Arts degree in Industrial Design from Michigan State University. He also completed course work in architecture at University of Detroit and University of Miami.

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com

