

EXECUTIVE ADVISORY BOARD



Don Unser

Group President, Retail Business Group
[The NPD Group, Inc.](#)

Don Unser is head of US Consumer Market Sales and Operations for Hewlett Packard.

Don is responsible for maximizing revenue, profit and market share in retail for HP's consumer offering for computing, printing and supplies. This responsibility spans the retail, online, and contract outbound sales channels across 13 categories, 100+ partners, 20,000 outlets and contract stationer branches throughout the U.S.

In the past 3 years HP achieved the top market share position for both Consumer Printing and Computing in the US. Don spearheads HP's direction to manage all retailer relationships at the store level and field management relationships. HP continues to be recognized as a "Best in Class" manufacturer by the US Retail community.

Prior to his current role Don was the HP Sales Director for the CompUSA and Target Accounts. Don led a team of professionals from Sales, Finance, Marketing and Operations to drive HP's consumer and small business relationships with CompUSA and Target accounts.

An 18 year HP veteran, Don began his career in 1991 in an accounting role supporting HP's Southeast sales offices and Puerto Rico.

Don graduated from the University of Central Florida with a BS in Business Administration & from the University of Tampa with an MBA.