

SPOKESPERSON BIOGRAPHY

Peter Wolff, Chief Marketing Officer and Senior Vice President, Canon Production Printing

Peter Wolff was promoted to the position of Chief Marketing Officer (CMO) and Senior Vice President of Canon Production Printing (CPP) in April 2022. In this global role, Peter heads the Production Printing Products (PPP) business unit within the CPP organisation, leading all sales and service and working strategically with CPP R&D to ascertain how best to deploy Canon technology in support of customers' business transformation.

Prior to his current role, from January 2021 Peter held the regional position of Senior Vice President PPP BU EMEA Sales and Service. Before that, he was Vice President, PPP EMEA for Commercial Printing within the organisation.

Throughout his 30-year career within the field of digital print, Peter has worked in various management roles at Siemens Nixdorf, Océ and Canon. Throughout that time and by gaining an understanding of future trends within the industry, his focus has been on supporting customers to develop their business strategies and on building long-term relationships with industry stakeholders.

Peter holds a BA honours degree in Business Administration.

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