

SPOKESPERSON BIOGRAPHY

Hans Schmidbauer, Director Marketing & Innovation Small Format Group Canon EMEA

Johann Schmidbauer has held the position of Director, Marketing & Innovation, Commercial Print at Canon EMEA since January 2022, having previously been appointed EMEA Director, Product & Marketing in January 2019. In his current position, he is responsible for planning and marketing for the commercial print business including product and segment marketing, as well as for managing the relationship with third party finishing and software partners.

Johann has been with Canon since 2012, starting in the role of Product Marketing Manager before being promoted to Senior Product Marketing Manager in 2017 and heading up the Canon EMEA team of product, solutions and partner managers.

Prior to his time at Canon, he spent five years working for Océ, first as a Market Analyst and then as International Product Manager.

Hans holds a Master's degree in International Economic and Business Studies from the Leopold-Franzens University in Innsbruck.

LinkedIn: <https://www.linkedin.com/in/hans-schmidbauer-5810235/>