

Executive Biography

Antonio J. Lucio

Chief Marketing & Communications Officer
HP Inc.



Antonio Lucio is the Chief Marketing & Communications Officer at HP Inc. As CMO, Antonio leads the global marketing organization, including branding, demand generation, strategic events and global communications for one of the world's most valuable brands.

He has more than 25 years of global marketing and brand management experience. Prior to joining HP, he spent eight years at Visa, most recently as Global Chief Marketing and Communication officer, responsible for the design and implementation of all global brand & product marketing platforms and corporate communications. Antonio helped guide Visa through their IPO, and created the company's first-ever global positioning and brand identity system.

Antonio has held marketing leadership and innovation roles at some of the world's most successful consumer packaged goods companies, including PepsiCo Inc., Kraft General Foods, RJR Foods International, and Procter & Gamble.

He earned a B.A. in history from Louisiana State University. He was born in Spain, raised in Puerto Rico, and currently resides in San Francisco. He is fluent in English, Spanish and Portuguese.

Antonio is based in Palo Alto, California.