



Phil McCoog

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Phil McCoog is Chief Technologist of HP's Consumer Printer Business, responsible for print-enabling emerging platforms, including mobile, cloud, and the many devices now proliferating throughout the home. In addition to leading architecture and technology strategy, McCoog specializes in partnering with industry leaders to build ecosystem print solutions. Working with companies such as Apple (with Airprint), Google (with Android print and Google Cloud Print), Samsung (with Samsung Print), Nokia, and Amazon (with Fire Print), these ecosystems have print-enabled more than 1 billion devices.

An active mentor to the next generation technical leaders throughout HP, McCoog is also the founder of Mopria, an industry consortium for advancing print. Mopria includes companies such as HP, Adobe, Brother, Canon, Epson, Konica-Minolta, Lexmark, Marvell, Samsung, and Xerox.

As Chief Technologist, McCoog has led the system architecture for HP's industry-changing Instant Ink solution, overseeing customer experience and business model transformation for one of the most iconic franchises in the consumer electronics business: inkjet printing.

McCoog began his career as a firmware engineer focused on connectivity. He worked on early iterations of LaserJets, Deskjets, Paintjets, Design Jets, and Photosmart printers and was a leader in the development of the PCL5 and HPGL/2 printer languages. Subsequently, he led the development of the architecture and code sharing "co-op" that established a single codebase for all inkjet printers, enabling all new AIO and Photo printers to be introduced at the same time.

McCoog received his B.S. in computer engineering from the University of California, San Diego, and his M.Sc. in computer engineering from Columbia University.