



Jacques-Edouard Gueden

President, EMEA Operations

Jacques-Edouard Gueden was named president of EMEA Operations for Xerox and appointed an executive vice president of Xerox Holdings Corporation effective Feb. 1, 2021. He most recently served as interim head of EMEA Operations beginning on Sept. 30, 2020.

In his role, Jacques-Edouard leads the company's go-to-market teams in Europe, the Middle East, Africa and Eurasian countries to bring Xerox's full portfolio of products, services and software to clients and partners. He leverages sales activities and maximizes coverage through direct, indirect and eCommerce channels to drive revenue growth.

Jacques-Edouard has been with Xerox for more than 30 years. During his tenure, he has held positions of increasing responsibilities in sales and marketing. Prior to his current role, he served as president of France, Belgium & Luxembourg. Other management roles included serving as senior vice president of EMEA Business Operations & Marketing and senior vice president of International Operations Commercial Excellence and SMB.

Jacques-Edouard holds a master's degree in management and finance from the University of Paris Dauphine PSL, France.

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