

FOR IMMEDIATE RELEASE

BACHER JOINS LG BUSINESS SOLUTIONS AS HEAD OF MARKETING

LINCOLNSHIRE, Ill., Feb. 4, 2021 – [LG Business Solutions USA](http://www.LGSolutions.com) has appointed tech industry veteran David Bacher as Head of Marketing for digital signage, hospitality solutions, IT products and solar modules.

Bacher joins LG following a two decade career at HP Inc., where he held increasingly important marketing positions, most recently as Global Head of Marketing for HP's 3D print and digital manufacturing businesses.

Prior to his 21 years at HP, Bacher held positions at Hershey Foods, Entegee, Revlon and Walmart. He earned his MBA from the University of Iowa and his bachelor's degree from the University of Wyoming.



For a high-res portrait image, click [here](#).

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About LG Business Solutions USA

The LG Electronics USA Business Solutions division serves commercial display customers in the U.S. lodging and hospitality, digital signage, systems integration, healthcare, education, government and industrial markets. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG Electronics USA Business Solutions delivers business-to-business technology solutions tailored to the particular needs of business environments. LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$53 billion global force in consumer electronics, mobile communications, home appliances and air solutions. LG is a 2020 ENERGY STAR® Partner of the Year-Sustained Excellence. For more information, please visit www.LGSolutions.com.

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