

BACKGROUND & OBJECTIVES

Passionate, creative, seasoned, confident, adaptable, energetic, articulate—these are some of the words that my coworkers, managers, and colleagues in the printing industry will use when describing me. I am a proven industry veteran with over two decades of experience helping people- and their companies- discover, acquire, implement, manage, and maximize their technology investments in a constantly changing and volatile business climate.

I am a dynamic, personable, and highly self-motivated professional who thrives in a fast-paced, challenging, technology-rich, sales-oriented, and market-driven atmosphere. I am well suited to a company that offers opportunities and tools to excel beyond expectations and rewards those outstanding results with increased responsibilities, career advancement, and financial incentives.

My history of achievements, accomplishments and problem-solving abilities has given me a unique perspective to go beyond immediate challenges and focus on achieving my objectives with a high degree of confidence.

My strongest capabilities are in varied forms of communications: evangelizing technology, presenting new and complex concepts to a broad audience, and pitching ideas and solutions to people at all levels in an organization- from equipment operator to board member. More important, however, is my ability to listen and discover the underlying needs waiting for a creative solution. My keen sense of the market, ability to think on my feet and make quick decisions, and strong detail-orientation are complimented by good organizational skills and a strong work ethic.

My career objective is clear: to foster growth- personal, professional, technological, and financial. The ideal situation would be a visible marketing position with a company that offers technological prowess, long-term growth potential, emphasizes team-work, fosters individual initiative, recognizes excellence, invests in it's future, and rewards results.

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POSITIONS HELD

Kodak - Rochester, New York 10/04– present

Marketing Programs, Digital Printing Solutions Americas - Atlanta, Georgia 11/07– PRESENT

Responsible for development & implementation of marketing programs and activities in the Americas to drive digital adoption and volume growth for Kodak inkjet printing solutions.

- ☐ Identified, developed, and launched comprehensive business development program to help small to mid-size (50-200M) commercial printers with sales & marketing including building GTM plans, gap analysis, sales process implementation.
- ☐ Worked with internal marcom and agency resources to concept, develop, implement, and administer integrated direct campaigns to drive sales activity around offline and inline inkjet printing systems.
- ☐ Concept, development, and implementation of direct mail promotional programs targeted at agency and brand marketers with a range of partners including USPS, The Print Council, Leo Burnett, AdAge, and Harte Hanks.
- ☐ Sales support including events/roadshows, sales calls, open houses, and marketing support to commercial printer and transaction outsourcer customers.

Director, Industry Marketing, Kodak Versamark Inc. - Dayton, Ohio 10/04-11/07

Responsible for providing industry knowledge and serve as SME for commercial printing (direct mail, newspaper) applications. Acted as key external evangelist and messenger to associations (PIA, PODI, NAPL, Xplor, MFSA, DMA, CMA), consultants, industry trade publications. Served as inkjet SME for other Kodak groups during integration of Creo, KPG, Encad, and Versamark into the unified Kodak Graphic Communications Group.

- ☐ Served as company lead for commercial print customer council, directing voice of customer into product development and cultivating relationships to bring customers onto external panels.
- ☐ Frequent speaker and panelist, author of several white papers around personalization and direct mail, partnership liaison to Muller Martini.

PRESSTEK - Hudson, New Hampshire 6/00-10/04

Product Line Marketing Manager, Off-Press Products

Responsible for business development, driving market share growth, and creation of marketing activities and programs for Presstek's Off-Press (Computer-to-Plate) business.

- ☐ Launched award-winning Dimension CTP and Anthem chemistry-free plates
- ☐ Achieved growth of over 600 new installations and #2 market-share in North America for small format CTP and top-tier shares in U.K., Italy, and Caribbean markets.
- ☐ Identified, launched, and nurtured OEM partnership with A. B. Dick in N. America & U.K. Expanded relationship to include joint technology development and eventual acquisition. Key contributor on due diligence, integration, and strategy teams.
- ☐ Developed and implemented sales motivation programs for worldwide sales channels.
- ☐ Developed, produced, and tracked marketing initiatives including CDs, video testimonial, seminar/road-show events, and trade show participation.
- ☐ Lead generation program investigation, development, and implementation including implementation of CRM system for U.S. sales group.
- ☐ Evangelism and primary interface to user groups, trade associations, trade press.

scitex **creo** - Bedford, Massachusetts 3/92-6/00

Product Marketing Manager, Output Imaging Systems 4/94-6/00

Responsible for business and marketing activities of Dolev film imagesetters, Lotem computer-to-plate systems, and Brisque automated PostScript workflow systems, achieved #1 market position in workflow and CTP.

- ☐ Developed and executed business plans and marketing programs to grow market share in commercial printers, digital trade services, and in-plant customers. Participated in global strategic planning and Annual Operating Plan development.
- ☐ Principal evangelist to user groups, industry associations, trade press, influencers, and marketing/technology partners. Focal point for external communications (on-line, trade, and financial press) regarding output products and digital workflow systems.
- ☐ Concept, implementation, and management of multi-partner initiatives including CMY2K (Scitex, Apple, Adobe, and Komori).

(continued on reverse)

POSITIONS HELD (CONTINUED)



- Developed and delivered sales tools, guides, presentations, ROI models to direct sales and indirect dealer channels.
- Development, management, analysis of market research projects using internal and external resources. Investigation and analysis of competitive products, industry trends; implementation of overall competitive product positioning.
- Investigation, market and business analysis, and proposal of new technologies and R&D projects to global senior management
- Product management (forecasting, pricing, positioning, promotional planning) for new and existing technologies in this >\$50M business segment.

Senior Customer Education Specialist 3/92-4/94

Responsible for developing and implementing application and workflow-specific training programs, internal product training, application support, and on-site troubleshooting on a broad range of products including film output, proofing, scanning, layout & retouching workstations, servers and data management. Consulted with customers workflow and business issues with a focus on profitability and productivity.

Varityper - Schaumburg, Illinois 6/89-3/92

Educational Services & Support Specialist

Responsible for pre-sales and post-sales customer support, including:

- Pre-sales qualification, application & workflow analysis, demonstration, benchmarks
- Investigation / integration with existing & third-party equipment
- Post-sale customer education, troubleshooting, workflow planning, and updates
- Trade show support including planning, demonstration, collateral preparation
- Internal train-the-trainer for sales, education, and marketing

Assigned to corporate marketing department in New Jersey on special projects including new product releases (collateral, sales training, competitive market positioning), promotional/demonstration materials, direct mailings, and corporate branding projects.

INACOMP - Schaumburg, Illinois 8/87-6/89

People Services Marketing Manager

Responsible for sales generation and internal/external marketing of pre-press, publishing, CAD, LAN, educational, support, and financial services. Worked with sales organization on joint sales calls, special promotions, sales training, advertising, and promotional events (Comdex, CEPS shows). Established relationships with Varityper and Linotype to cross-sell solutions and establish new markets for Inacom services.

Sales Representative, Specialized Markets

Responsible for sales of Apple, Compaq, NEC, and IBM hardware to advertising & design agency, small commercial printers, and in-house graphic design departments. Achieved 110% of quota within first 45 days. Was promoted into the marketing department to establish and grow a dedicated specialized sales team to sell into new markets.

GAZE Multimedia L.L.C. - Minneapolis, Minnesota 6/85-8/87

Partner/Co-Publisher

Concept, roll-out, and day-to-day management of a bi-weekly community newspaper. Implemented initial overall designs, established production schedules, and generated editorial content. Established a new/supplemental output services business with installation of one of the first Linotype PostScript imagesetters in the Twin Cities market.

Computer Depot - Minneapolis, Minnesota 2/83-3/86

Sales Representative, Assistant Department Manager

Responsible for retail and small business sales and customer support for Apple, IBM, and Compaq hardware from a leased department within Marshall Field's, Carson Pirie Scott, and Dayton Hudson department stores. In Assistant Manager role, also responsible for POS

EDUCATION



Northeastern University

Boston, Massachusetts 6/97-12/98

Bachelor of Science in Business Administration program, major concentration in Marketing. Cumulative GPA 3.875/4.0. Continuing studies.



University of Minnesota

Minneapolis, Minnesota 8/85-5/87

College of Liberal Arts & Sciences, major course of study Psychology, minor: English. Achieved a cumulative GPA of 3.5/4.0 (3.825 in major). Served on board of student chapter, ACLU/Minnesota; contributing writer, *Minnesota Daily*.

Related Educational Experience

Apple Computer, Inc. 8/83-8/89

Technical certification (Lisa, Macintosh, Post-Script Printing Solutions), Sales Certification and Advancement (DTP, DTC, COR, AOK, Major Account Penetration Strategies, Presentation Skills Advancement).

Minneapolis Technical Institute 6/86-5/87

Coursework in electronic design, composition, and traditional graphic arts production.

Lyons Township High School 8/81-6/85

Graduated with honors in top 5% of class. Activities included student teaching program, Founder/President of Academic Computing Society, student newspaper, choral, drama, debate, and radio.

REFERENCES

Available upon request

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