
SUMMARY PROFILE

Highly motivated and innovative technical sales and support professional offers more than 15 years of progressively responsible and successful experience providing technical and application support for Agfa Graphics sales and marketing. Retained 95% of \$45 million business gained after an acquisition, by managing technical support to produce seamless transition of consumable business. Extensive industry knowledge and expertise in color working in the flexo and label packaging industry. Effective team player, multilingual and open to travel. Extensive experience dealing with International colleagues. Core strengths:

- Customer Relationships
 - Management of Large Accounts
 - Quick Assimilation of New Technologies
 - Competitive Market Positioning
 - International Background and Experience
 - Support Product Introduction
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ACCOMPLISHMENTS

- Ensure successful rollout of new flexographic products by supporting marketing in study of technical feasibility, beta testing and generation of sales tools.
- Increase sales by working directly with end user to assess their requirements, identify new opportunities and recommend best fit solutions to account managers.
- Serve as liaison with OEMs and European headquarters for new product testing and required modifications to meet market demands.
- Extensive working knowledge of national and international Flexo packaging accounts in the USA and Canada.
- Reduce costs by 30% by ensuring optimal product use through on site product training.
- Provide consultative services to end user to set up internal quality control programs.
- Extensive knowledge of Color Management systems, scanning and software packages such as Adobe Photoshop and utilization of color measurement systems such as CIE Lab.

EXPERIENCE

Agfa Corporation, Ridgefield Park, NJ

International manufacturer of electronic pre-press systems for printing and publishing, revenues \$3.3 billion.

TECHNICAL MANAGER FOR COMPUTER TO PLATE, FLEXO AND DIGITAL IMAGING SYSTEMS (2005 TO 2008)

Managed pre and post sales technical support for Agfa's Computer to Plate Systems. Supported the sales organization with product demonstrations and installations generating sales growth in large accounts.

- Successfully transitioned from Analog to Digital Computer to Plate systems and workflow support role
- Increased US product sales and customer confidence, and verified product features, functions, and benefits by evaluating and demonstrating new computer-to-plate products prior to install.
- Recommended proper solution in pre-sales site audits and set up quality control programs such as pressroom acceptance testing for key accounts with multiple sites.
- Managed project and national accounts for Tribune Group, New York Times, Quebecor World, Independent Carton Group, and Gannett USA Today.

TECHNICAL PRODUCT MANAGER FOR FLEXOGRAPHY SYSTEMS AND DIGITAL IMAGING (2000 TO 2005)

Managed pre and post sales technical support for Agfa's diverse graphic product lines. Provided technical support, training and troubleshooting of prepress imaging, flexo plate and screening products.

- Strengthened North American product sales by evaluating and demonstrating new products and conducting pre-sales site audits.
- Significantly contributed to success of new product launches of Flexographic plates & Software products by effectively working as part of a team with marketing, sales and headquarters.
- Disseminated information guided and provided training to field technical team.
- Project managed several small and large accounts including Bemis Packaging, Southern Graphic Systems, Schawk and City Stamp Works among others.

NATIONAL PRODUCT SUPPORT MANAGER (1993 TO 2000)

Provided technical support for product line with annual revenue exceeding \$100 million. Determined US market feasibility, competition, and product improvements needed for successful introduction of products. Provided input including customer feedback from alpha and beta testing, to research, development, and manufacturing departments. US liaison with HQ Technical group in Belgium.

- Reduced complaint level estimated 90% by assessing and monitoring product technical issues and trends and presenting them to HQ in support of manufacturing process change. Initiated ISO procedure.
- Assured seamless business transition by managing technical support after major acquisition of competitor. Prevented loss of accounts through on-site support, generating technical documents for training U.S. and Canadian technical and account managers.
- Managed technical aspect of new product launches and conducted training. Coordinated with marketing and worldwide HQ in Belgium.
- Produced collateral needed to sell, promote, and portfolio prepress products including product information manuals and technical information sheets.
- Worked jointly with OEMs and third party software manufacturers to approve, ensure and optimize product functioning with these vendors.

OPERATIONS MANAGER, TECHNOLOGY LEARNING CENTER (1996 TO 2000)

Managed massive demonstration facility, which encompassed computer-to-plate, computer-to-film, digital printing hardware, and consumables workflow products, resolving conflicting priorities.

- Coordinated construction phase of demo center with IT, sales, applications, and field service.
- Coordinated VIP demos, ensuring constant tour readiness for entire facility.
- Ensured software was updated and consumables stocked for Chromapress digital press and front end systems.

EDUCATION / PROFESSIONAL DEVELOPMENT

Rochester Institute of Technology, Rochester, NY

GRADUATE WORK (MS) IN PRINTING TECHNOLOGY

London College of Printing, London, UK

DIPLOMA IN PREPRESS AND PHOTO LITHOGRAPHY

University of Bombay, Mumbai, India

BACHELORS DEGREE IN BUSINESS STUDIES

- Several Flexography training courses at Clemson University, SC, Fox Valley Technical College, WI and Dupont Cyrel training, Wilmington, DE
- Esko Artworks FlexoCal training, Bristol, PA and Agfa Sublima XM screening training, Antwerp, Belgium
- GRACoL Training, Agfa Corporation, Ridgefield Park, NJ.
- Web Offset Printing Training, Harris / West Virginia Tech, Montgomery, WV.
- Color Training Seminar, Graphic Arts Technical Foundation, Pittsburgh, PA and Color Management training conducted by Agfa Digital Inkjet group
- Offset press training at Heidelberger Druckmaschinen AG, Heidelberg, Germany

AFFILIATIONS AND AWARDS

- Foundation of Flexographic Technical Association, Flexographic Image Reproduction and Standardization Test, Prepress Committee, 2005 to 2006.
- Awarded Agfa Above and Beyond Recognition for internal and external customer service.
- Fluency in English, Hindi and other Asian languages. Basic French & German knowledge.