

# MARK ANDERSON

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## Senior Technology Professional

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Highly accomplished technology professional with excellent operational knowledge with web, digital, sheetfed and bindery in commercial, publication and direct mail businesses. Proficient at translating technical information for clients and developing technical requirements from customer feedback. Passionate and energetic innovator; adept at identifying business process improvement, talent and building and leading winning teams.

### CORE COMPETENCIES

- Project Management
- System Integration
- Technical Documentation
- Certified JDF Expert
- Direct Mail
- Training & Support
- Mail Pro Advanced Certified
- Product Management
- Research & Development

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### PROFESSIONAL EXPERIENCE

#### SG360 – Wheeling, IL

2013-Present

#### Director of ERP Systems

Responsible for all database and financial systems and roll out of new production management systems across multiple facilities (Web, Sheet-fed, Digital, Bindery/Mail).

#### Key Achievements:

- Design and development of integrations between mailing system and print MIS, allow use of single inventory management system and single set of Wifi scanners: hardware saving of \$30K, labor savings of over \$100K/year.
- Design and development of web service based sales tax solution – labor savings of over \$500K/year.
- Technical leadership on SQL and integrations
- Design, specification, project management of custom software applications (latest version using a micro-service architecture)
- Personally, implemented many software systems such as JIRA, Confluence, TestRail, etc.

#### Anderson Integrations – Chicago, IL

2012-2013

#### Owner

Global consulting business for Print MIS systems.

#### Key Achievements:

- Consulted for customers on 3 continents
- Developed many complex integrations between print MIS, CRM and Logistics systems.
- Provided SQL and XSL training consulting
- Provided implementation consulting

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## **Technique Inc. – Schaumburg, IL (now EFI)**

**2006-2012**

### **VP Professional Services**

Oversee professional services in US territory. Work with HQ senior management to improve business processes. Consult and project manage large Print Management Information System deployments. Train clients and staff on products. Develop XML interfaces and XSL style sheets. Assist with product demonstrations for high-profile accounts. Advise clients and partners concerning JDF integration.

#### *Key Achievements:*

- Managed/assisted implementations at large accounts
- Developed XML interface for clients to integrate with Technique Scheduling and CRM.
- Provided technical leadership on XML and XSL technologies.
- Instrumental in changing business processes to sustain company growth and expansion into new territories.

## **Hiflex Corp – Warrenville, IL**

**2004-2006**

### **Director of Professional Services**

Consult and project manage large Print Management Information System deployments (estimating, scheduling, shop floor data collection, financial system integration, JDF integration, eCommerce, etc.) Prepare and deliver proposals and product demonstrations for high-profile accounts. Advise clients and partners concerning JDF-related products and services. Coordinate open houses, trade shows, road shows and seminars. Train clients and staff on products. Develop and present JDF seminars.

#### *Key Achievements:*

- Successfully deployed JDF solutions at 7 prepress, press and postpress vendors demo/R&D facilities.
- Project management of Print MIS installations.
- Created and presented a successful series of JDF seminars.

## **CreoScitex (now Kodak's Graphic Communications Group)**

**1999-2004**

### **Product Marketing Manager, Networked Graphic Production (JDF) Creo EMEA – Brussels, Belgium (2002-2004)**

Oversaw marketing of JDF products in Europe, the Middle East, and Africa. Trained more than 75 regional sales and marketing associates, led presentations for key prospects, and collaborated with R&D regarding future enhancements. Oversaw pricing of over 400 items throughout region.

#### *Key Achievements:*

- Provided technical leadership on product integration matters.
- Launched the highly successful NGP Roadshow.
- Improved sales of Synapse InSite more than 50% through effective marketing and sales strategies.

## **R&D Project Manager/UNIX Product Manager Creo – Herzliya, Israel (1999-2002)**

Oversaw development of new production and asset management solutions for printing and pre-press industry. Managed UNIX Server and Data Management Solutions globally. Provided technical specifications for products and prioritized development of new features. Prepared sales forecasts and reported actual results.

#### *Key Achievements:*

- Authored most of Brisque v5 product definition, including color management.
- Collaborated with executive teams to develop benchmarking methodology. Designed and developed automated tools to perform benchmarking and quality assurance testing.

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**Scitex Corporation (now Kodak's Graphic Communications Group)**

1996-1999

**Product Support Manager, North America – Boston, Massachusetts (1998-1999)**

Worked closely with R&D and key accounts on new releases. Escalate bugs from support team to R&D. Produce quarterly reports aimed at reducing support and deployment costs. Train professional services and clients on new versions. Report progress and results to leadership each quarter.

*Key Achievements:*

- Recognized for commitment to excellence by V.P. of Customer Support.
- Designed and implemented successful networking course for service engineers.

**Professional Services Consultant/Product Support Manager – Brussels, Belgium (1996-1998)**

Performed project management for Value-Added Services Group and Managed Brisque product for European market. Conducted system audits and integration studies, coordinated large-scale installations, and facilitated custom software development. Oversaw Brisque training and beta programs. Performed in-depth testing and provided feedback to R&D for product improvement. Authored detailed feature definitions for development.

*Also served as Technical Director, The Last Word; Technical Manager, Screen UK, Middle East, and Africa; Technical Manager, Letraset Computer Graphics; Telecommunications Engineer, Royal Corps of Signals (Army).*

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**ADDITIONAL EXPERIENCE**

**Harvard University – Cambridge, Massachusetts**

1999

**Teaching Fellow**

Prepared tutorials and exam questions, and instructed graduate course in Communications Protocols and Internet Architectures.

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**EDUCATION AND CREDENTIALS**

**Graduate Courses in Computer Science** • Harvard University – Cambridge, MA, GPA 4.0

**Higher National Certificate in Engineering** • Bristol Polytechnic – Bristol, UK  
Distinctions in all subjects. Outstanding Academic Achievement Award

**BTEC Certificate in Communications Engineering** • Army Apprentice College – Harrogate, UK  
Distinctions in all subjects

***Professional Development***

XML Design & Implementation ~ C/C++ ~ Pascal ~ Comms Protocols & Internet Architectures ~ Developing Windows Applications ~ Web Site Development ~ ASP.Net ~ SQL ~ Java

***Certifications***

Certified JDF Expert - CIP4

Certified Mail Professional, Advanced – Idea Alliance

FAA Part 107 sUAS Remote pilot