

## Business Development Executive – Printing

SpencerMetrics LLC is seeking a Business Development professional to establish and manage distribution of the *SpencerMetrics* product line. Backed by Spencer & Associates' 26-year experience, SpencerMetrics LLC is a new venture, established to focus resources on this exciting opportunity.

*SpencerMetrics* Productivity Intelligence enables print shops to understand and reduce their downtime and improve their productivity – gaining significant cost savings with ROI measured in months, not years. The patent-pending, cloud-based architecture supports configurations from single presses to multi-plant, multi-press, operations world-wide – with real-time, on-demand, graphical analytics. Initially targeted at printing plants, *SpencerMetrics* improves press productivity – color and monochrome, cut-sheet and web, production printers and copiers, large- and grand-format, inkjet, toner, offset – as well as finishing equipment, 3D printers, and other output-producing equipment.

Used in large and small referenced accounts, *SpencerMetrics* has shown 6-figure productivity improvements, and has received numerous industry accolades. It is ripe for large-scale deployment.

**Responsibilities:** This is a business-to-business (B2B) sales environment, initially targeting both commercial and in-plant print houses. First priority is continuing to establish effective distribution channels through OEMs, VARs, Agents, etc. as well as a direct channel for large house accounts. You will be expected to refine the sales strategy and marketing messages, plan and develop collaterals, make effective presentations, close house accounts, and identify new business opportunities.

**Required Expertise:** An established track record of sales/marketing experience in the printing industry, preferably in selling software systems. Attributes include knowledge of current print shop workflow, excellent customer relationships, communication and presentation skills, and effective use of social media. In addition, you must be self-motivated, a quick learner, a team player, and eager to help build a new business.

**Opportunity:** This is an entrepreneurial situation with major growth opportunity and possible equity. The ability to successfully execute the range of business development tasks is the key to success and growth. Compensation and benefits are fully competitive – but success will require strong capabilities and hard work. This is an outstanding opportunity for the right candidate.

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**Spencer Group:** Since 1989, Spencer & Associates has provided a boutique digital imaging and printing consultancy bridging the boundary between technology and product marketing. Its *SpencerLab* division works with organizations for which printing is mission-critical – optimizing digital printing quality, color management and workflows, providing competitive analysis, digital color technology expertise, and managing Focus Groups. Our printer test software is a de facto standard. Located on Long Island, about 35 miles east of Manhattan, we offer a unique team-based, creative, and informal work environment where individuals can take on new tasks and challenges; growth is limited solely by personal initiative and ability.