

MARTIN L. PIERCE  
6155 S. 116<sup>th</sup> Street  
Hales Corners WI 53130  
414-313-4330  
Piercemarty5@gmail.com

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**EXACTA GRAPHICS INC.**

Feb 2016 – Jan 2024

**President**

Responsible for all aspects within the company, including double digit year over year growth, new business development, financial day to day decisions, new equipment assessments, equipment ROI's, equipment purchases, day to day operations, monthly review of P&L, employee development, customer retention initiatives, board member and officer within the organization. Throughout the 2020 pandemic year, we purchased a new ERP system from Heidelberg, new CTP system from Heidelberg, new Xerox 1000IR, new computers for the entire company and many other building improvements. Thus positioning the company to leap ahead of the completion relative to "easy to do business" acumen and automated Customer Portal technology benefits.

**THE PRINTERY, an RR Donnelley Company**

Feb 2015 – Jan 2016

**Vice President of Sales**

Responsible for a sales team, developed and initiated a CRM system for sales forecasting and prospecting analysis. Driving accountability regarding strategic sales strategies including calendar events, cold call requirements. Initiated a Q2 Sales Program which to date has a net of 11 brand new customers. Driving "Top Line" sales by means of value added, consultative sales. Q3 Sales Program resulted in record company sales achievements. Overall sales contribution of 135% plan.

**WEAR AMERICA LLC**

June 2012 – Feb 2015

**Owner/President**

Owner of screen printing company. I purchased the business and doubled the previous year sales in 6 months. The company purchased a state of the art (1<sup>st</sup> in WI) "Direct to Screen" device. New procedures, processes and new revolutionary industry standards were implemented. Further, I developed a printing process to screen print on foam for "Foamation" – Cheese Head Company. Built the business and sold intellectual property, equipment and employees to Foamation for their in-house production purposes.

**MANROLAND US INC.**

September 2007 – March 2012

**Executive Director of PRINTVALUE Sales, Sheetfed & Web**

Responsibilities included developmental growth of after press sale division (PRINTVALUE Team) of sheet fed and web business in the US and Canada. Responsible and managed the PRINTVALUE Team which consists of sheet fed guys and web guys in strategic territories throughout the US and Canada. Division budget varied from 42 to 46 million annually. Year over year sales growth was experienced and exceeded budgets.

**District Sales Manager**

Responsible for capital equipment sales in 5 states. Securing business and maintaining market share. Successes included turning competitive accounts into manroland raving fans, selling with double digit margins, growing market awareness. I secured press sales success with The Bureau of Engraving 906LV (8), Wetzel Brothers 906LV (8), Carlson Print Group (706LV with Inline Foiler) totaling 14 million in sales.

**Product Manager**

Product presentations, travel with DSM's in a support role, factory alignment to the US market. Successes included restructuring the demo room and processes; show presentations, industry events etc.

**JP GRAPHICS**

2006 - 2007

**Vice President Operations**

Joined the company with an equity owner position as Vice President Operations. Responsible for 52 employees, quality processes throughout production, capital equipment purchases including ROI's and negotiations. Including purchasing CD102-5+L, QMDI46-4, Lotem 800 fully automated CTP unit. Additional responsibilities included writing SOP's, internal training and classes (dot gain, roller settings, blanket packing, densitometer and spectrophotometer classes etc.) An active member and Advisory Board member position held at the Fox Valley Technical College and Madison Area Technical College.

## **HEIDELBERG USA**

1996 – 2006

### **Sales Representative** 2004 – 2006 North Region (Western PA)

I relocated to Pittsburgh PA as a full line sales representative. Successful sales in selling 8 million total sales in 2005 and 9 million in 2006. Achievements include being in the top 12 of 90 sales awards in the country. Other awards included, trip to Hawaii, cash bonuses, Rolex watches etc. We achieved a total of 78% market share within the territory. Reached multiple gates and sales targets, conducted Craftsmen Club seminars and heavily involved with GATF/PIA in Pittsburgh PA.

### **Sales Representative** 2000 – 2004 Central Region (WI)

Responsible for 70% of Wisconsin and 11 counties in the Upper Peninsula of Michigan as a Printmaster Sales Representative. Utilized consultative sales approach to dramatically increase market penetration in non-Heidelberg accounts resulting in tremendous growth in market share within the territory. I was presented a start up territory excelling and achieving 4 million in annual sales consistently.

- Generated 98% growth in sales from 2000 – 2004
- Drastically increased customer base and satisfaction
- Sales volume increased from \$200,000.00 to 4 million
- Received new sales person award in 2001 and Top Ten sales representative for 2002 and 2003.

### **Print Instructor/Installer** 1996 – 2000 Central Region (WI, IL, IN)

QM46-4 DI, PMQM46-2, QM46-1. GTOF-DI, GTO Direct Dampening, PM74, SM52, SM74, SM102 and CD102.

Responsible for press instructing and installing, field troubleshooting, crossing over into multiple press lines. I excelled in conducting demonstrations, classes, seminars, print shows and in forums throughout the country.

- Conducted multiple seminars per month
- Student feedback ratings consistently highest in the country
- Received top-trainer/installer award in 1996
- Promoted to sales due to high customer satisfaction/relations and repeat customers

**1983 – 1996 Pressman, Plant Manager, Pressroom Foreman** in the following Milwaukee area printing companies:

Color Ink

HM Graphics

The Fox Company

Sells Printing