

# JOHN INGRAHAM

123 Yacht Club Way, Unit #102, Hypoluxo, FL 33462  
Tel: 561-633-9557 | E-mail: ingmagine@gmail.com

## SENIOR COLOR AND IMAGING SPECIALIST

Lead the development and execution of programs, marketing initiatives and sales strategies that grow the long-term sales, profit and market share position of digital printing, color and imaging products.

- Focus on digital printing, imaging and color products with over 30 years of industry expertise
- Build and maintain global business network in imaging products with 9 years of European work experience
- Present on printing, color and imaging products at trade shows, conferences, open houses, and training events
- Write and generate articles on digital printing products for social media and Digital Textile Review blog
- Participate in international standards committees including being a representative on EU committee for digital textile printing standards, and the IT.8 Standards Color Committee for scanner targets
- Develop new color, printer and imaging technology with over 15 successful color and imaging products and product enhancements and 3 patented inventions
- Lead color and imaging technology engineering teams that previously resulted in the development of the first photographic quality inkjet printer, new inkjet inks and consumables, and RIP workflow solutions
- Initiate and implement marketing and sales strategies including previous programs with over 10 industry leading printer and imaging manufacturers

## CORE COMPETENCIES

▪ Color Science	▪ Imaging Science	▪ Digital Printing
▪ Digital Textile Printing	▪ Ink and Substrates	▪ Wide Format Printing
▪ RIP Workflow Software	▪ Graphic Design	▪ Digital Marketing / SEO
▪ Product Marketing	▪ Business Development	▪ Competitive Product Analysis
▪ Dealer Channel Management	▪ B2B Relationships	▪ Tradeshow / Event Planning
▪ Marketing Communications	▪ Strategic Planning	▪ Market Research

Languages: English (Fluent), German (Conversational)

Software Skills: Adobe Creative Suite, Microsoft Office Suite, RIP Software, MATLAB, PHP, HTML, PERL

## WORK EXPERIENCE

### 2016 – Present **Digital Printing Specialist, Ingmagine, Hypoluxo, FL**

Offering marketing, sales and business development expertise to digital printing and imaging companies.

### 2015 – 2016 **Senior Marketing Specialist, Canon Solutions America, Inc., Boca Raton, FL**

Conducted strategic planning and research for Canon's production printing systems and competitive products. Developed marketing strategies with industry research partners to make Canon's high-speed printing systems more competitive. Lead team to conduct media analyses and develop print samples to support the sales of Canon's high-speed inkjet and toner printing systems. Efforts over the first six months resulted in a doubling of sample print production while maintaining consistent color and image quality.

### 2011 – 2014 **Global Marketing Director, Sawgrass Technologies, Inc., Charleston, SC**

Coordinated sales and marketing initiatives with V.P. of Sales in the Industrial textile printer division with annual revenues exceeding \$20M. Worked directly with dealer channel to support their sales efforts through sales incentives, training, and market branding. Headed lead generation efforts for dealer channel and direct sales force. Identified key printer manufacturing and new dealer partners to grow printing solutions business. Generated market branding through marketing collateral, social media and company website. Coordinated development of the new Sawgrass PowerDriver application with significant improvements to the product user interface, multiple language functionality, color management and customization options for distributors. Improved version increased company sales by over \$1M in the first year.

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- 2010 – 2011**     **Product Marketing Specialist, ErgoSoft, AG, Nashua, NH/Altnau, Switzerland**  
Identified new markets and business partners for ErgoSoft RIP solutions in the areas of digital textile printing, display graphics, and digital photography. Developed marketing presentations and promotional collateral for ErgoSoft products. Represented ErgoSoft as part of an intercompany EU Project for defining digital textile printing standards.
- 2000 – 2010**     **Digital Printing and Imaging Specialist, Ingmagine, LLC**  
Conducted marketing and technical consultancy for the digital printing industry including 7 years working in Germany to support European and global product initiatives. Clients included:
- Quality Logic, Inc., Simi Valley, CA**  
    Led software development project to implement a preflight software library using Microsoft XPS for commercial printing applications and US/European customer training programs.
- ColorGATE, GmbH, Hannover, Germany**  
    Identified new markets and business partners for ColorGATE wide format RIP products. Defined product marketing requirements and imaging and color product design specifications for proofing, wide format printing, and photographic applications.
- LaserSoft Imaging, AG, Kiel, Germany**  
    Lead software development team involved in the development of image processing software for digital scanners and digital camera systems.
- JetPlate, LLC, Nashua, NH USA**  
    Defined image quality product design specifications for a Computer-to-Plate (CTP) printing system based on a modified piezo inkjet printing platform
- 1997 - 2000**     **Project Manager, Oak Technology, Inc., Andover, MA, USA**  
Managed software and firmware development programs to create specialized image processing semiconductor ICs for imaging and telecommunication products.
- 1988 - 1997**     **R&D Director, Imaging Technology, Iris Graphics, Inc. (Scitex), Bedford, MA, USA**  
Managed R&D inkjet printer development, ink and media development research programs for first commercially viable photographic quality inkjet printing system.
- 1987 – 1988**     **Image Quality Specialist, KCR Technology, Inc., Hartford, CT, USA**
- 1985 – 1987**     **Process Engineer, Photronic Labs, Inc, Danbury, CT, USA**

## EDUCATION

- 1985**     **Bachelor of Science, Imaging Science**  
Rochester Institute of Technology, Rochester, NY
- 1997**     **MBA, Management**  
Bentley College, Waltham, MA

## PATENTS

Three Patents (#5,315,380, #5,416,612, and #5,625,397) in Digital Printing Technology