
C U R R I C U L U M V I T A E

Earned Doctorate in Graphic Communications with over thirty years of extensive industry experience as an educator, supervisor, administrator, product trainer, and top-performing sales professional. Currently serve as tenured resident Associate Professor and Administrative Chair in the Department of Graphic Media Science and Technology at Rochester Institute of Technology, teaching graduate and undergraduate courses while overseeing faculty, curriculum development and implementation, and budgets. Longtime Adjunct Assistant Professor teaching at New York University and served as a resident assistant professor in Graphic Communications at Kean University.

Industry experience includes fourteen years with X-Rite, Incorporated, where positions included serving as Global Sales Training Manager and eleven years at Agfa Corporation as a Technical Manager in the graphic systems division. Areas of specific expertise include color measurement and management, statistical process control, quality management, technical writing, and quantitative research design and analysis.

A frequent speaker at conferences both domestically and abroad, and published widely in academic and industry trade press. Relevant international speaking and training experience includes various industry events and institutions in the People's Republic of China, including the printing programs at significant Universities in Beijing, Shanghai, and The Advanced Printing Technology Centre Ltd (APTEC) in Hong Kong. Sold and implemented color measurement solutions programs to brand managers at major consumer packaging organizations. Authored technical specification manuals, prepared and presented color quality control programs to major international brand owners and packaging vendors, and oversaw the adoption of brand color management initiatives.

EDUCATION

Doctor of Philosophy May 2004	New York University Steinhardt School of Culture, Education and Human Development Dissertation Title: <i>Moving Beyond Computer-Based Information Technology: A Comparison of the Technology Acceptance Model with The Theory of Reasoned Action and the Theory of Planned Behavior in an Industry Specifications Context</i> Using a sample consisting of intended adopters of a printing industry specification, Flexographic Image Reproduction Specifications and Tolerances (FIRST), this study evaluated three theories from the realm of social psychology: the theory of reasoned action, the theory of planned behavior, and the technology acceptance model. The research utilized an extensive two-step cross-sectional survey methodology and examined behavioral intention to adopt FIRST as a criterion variable. The study examined the appropriateness of the respective models in this particular research context by determining the degree of variance each predictor variable explained.	New York, NY
Master of Arts August 1991	New York University Steinhardt School of Culture, Education and Human Development Administration and Management of Technology and Industry Programs, the Center for Graphic Communications Management and Technology	New York, NY
Bachelor of Fine Arts August 1985	Montclair State University Concentration in Fine Arts Photography with major courses in Printmaking	Upper Montclair, NJ
Associate Degree June 1982	Antonelli Institute (now Harcum College) Associate Degree in Specialized Technology: Photography	Bryn Mawr, PA

PROFESSIONAL EXPERIENCE - TEACHING

**September 2011 to
Present**

**Tenured Associate Professor, Department Administrative Chair
Rochester Institute of Technology (RIT)
College of Engineering Technology**

Rochester, NY

The Department of Graphic Media Science and Technology is recognized as the premier graphic technology program in North America. The current undergraduate and graduate curricula incorporates conventional print and publishing with cross-media technologies, emphasizing industry-relevant skills.

Core responsibilities include lead all the Department's undergraduate and graduate curricular aspects, including supervising and hiring faculty and staff, course scheduling, faculty assignments, budgets, and recruiting students. Work together with the Dean's office as a critical member of the leadership team to advance the vision of the College. Serve as graduate and undergraduate program coordinator. Oversee all master of science thesis and capstone work.

Develop and lead Industry Advisory Board. Revise bachelor of science and master of science curricula to increase student engagement through expanded immersive content in the laboratory, classroom, and field, including implementation and delivery of online courses in synchronous and asynchronous formats. Interface with industry and coordinate Co-op and career placement. Work together with Admissions, Marketing, Student Success, Facilities, and Institute-level administration. Personally teach undergraduate and graduate courses.

Work with industry to secure funded research and philanthropic donations. Promote scholarship opportunities among student body.

Service to the Institute includes committee leadership and participation, including Dean and Associate Dean-level search committees. Active participation in Council of Chairs, Graduate Directors, College of Engineering Technology Curriculum Committee, and Ph.D. Program Development Committees. Supervise all department committees, including Curriculum, Facilities, and Strategy / Recruitment.

**September 1998 to
Present**

**Adjunct Assistant Professor
New York University School of Professional Studies and
Master's Degree in Graphic Communications Management and Technology**

New York, NY

Develop and teach graduate capstone courses in both on-site and asynchronous online formats. Previously taught in MS in Graphic Communications Management and Technology Program, including courses in color reproduction, quality control, and research. Developed and implemented synchronous, online graduate research course in Fall 2012, taught through Summer 2016.

**September 2000 to
May 2004**

**Assistant Professor
Kean University
School of Visual and Performing Arts – The Department of Design**

Union Township, NJ

Taught graduate and undergraduate courses in all management aspects of graphic communications and technical courses in color measurement and management, publishing, and photography. Served as undergraduate program coordinator. Advised and placed students in relevant industry jobs while recruiting graduate and undergraduate students.

PROFESSIONAL EXPERIENCE - INDUSTRY

September 2011 to Present

Independent Color Measurement / Quality Control Consultant

Provide training and consulting services to the industry. Responsibilities include implementation and training on color measurement, ink formulation, quality control analysis systems, and technical writing. Clients include Techkon USA (Danvers, MA), Crown Equipment (New Bremen, OH), Brook and Whittle (Amherst, NY), MacArthur Corporation (Grand Blanc, MI), Menasha Corporation (Philadelphia, PA), Yerecic Label (New Kensington, PA), Christmas City Printing (Bethlehem, PA), VALID USA (South Plainfield, NJ) and X-Rite, Incorporated (Kentwood, MI).

August 2006 to August 2011

Account Manager

Kentwood (Grand Rapids), MI

X-Rite, Incorporated

Sales territory manager for key accounts and distribution channels, responsible for X-Rite imaging and media solutions sales in the mid-Atlantic and Ohio valley. Developed distribution channels and major customers for color measurement solutions, including ICC profile-based color management, prepress and pressroom quality assurance, ink formulation, and printing process control. Worked with all aspects of print production, including heatset and non-heatset publication printing, screen printing, commercial and folding carton sheetfed lithographic printing, flexographic printers, advertising agencies, gravure printers, commercial web offset printers, metal decorators, and trade shops.

May 2004 to August 2006

Global Sales Training Manager / Account Manager

Kentwood (Grand Rapids), MI

X-Rite, Incorporated

Worked in a dual role as Global Sales Training Manager and Account Manager. Developed and implemented technical sales training curricula for digital imaging, color management, and color measurement and subsequently presented training seminars domestically and to the Asian sales force in China, Japan, and Singapore. Also maintained mid-Atlantic territory for imaging and media products with an annual sales quota of over two million dollars. Named "Salesperson of the Year" for outstanding sales achievement.

February 1997 to September 2000

Corporate Accounts Manager

Kentwood (Grand Rapids), MI

X-Rite, Incorporated

Worked with major international consumer packaging companies to develop spectrally based color control programs. Wrote technical specification manuals, prepared and presented the program to various packaging vendors, and oversaw program adoption. Also served as a Sales Representative during this period. Named "Sales Person of the Year" in 1998 for outstanding sales achievement.

November 1985 to January 1997

New York Metropolitan Regional Technical Manager
Agfa Corporation

Elmwood Park, NJ

Oversaw team of Technical Representatives charged with maintaining consumable customer base, including lithographic plates and contract color proofing systems, at major trade shops, commercial printers, newspapers, advertising agencies, and packaging printers. Administered and managed dealer sales channel. Other titles held during this period include Account Manager, Sales Representative, and Senior Laboratory Technician. Named to "President's Club" for outstanding sales achievement.

SELECTED PUBLICATIONS

- Refereed Article**
2019 International Circle of Educational Institutes for Graphic Arts Technology
International Circular of Graphic Education and Research
“Evaluation of Brightness Indices” (with Hanyi Cheng)
- Conference Proceedings**
2019 *Technical Association of the Graphic Arts (TAGA)* Printing United Alliance
“Color Studies Curriculum: Re-Envisioning Josef Albers’ Interaction of Color in the Digital Age” (with Yue Cao)
- Conference Proceedings**
2019 *Technical Association of the Graphic Arts (TAGA)* Printing United Alliance
“Evaluation of Light Measurement Instruments”
- Conference Proceedings**
2018 *Technical Association of the Graphic Arts (TAGA)* Printing United Alliance
“Evaluation of TAPPI Brightness versus Other Brightness Indices” (with Hanyi Cheng)
- Conference Proceedings**
2017 *Technical Association of the Graphic Arts (TAGA)* Printing United Alliance
“An Evaluation of the Effect of Instrument Geometry on Color Management for Printed Textiles”
- Refereed Article**
2017 International Circle of Educational Institutes for Graphic Arts Technology
International Circular of Graphic Education and Research
“Colorimetric Variables Utilized by U.S. Ink Companies”
- Conference Proceedings**
2016 *Technical Association of the Graphic Arts (TAGA)* Printing United Alliance
“Metrology for 3D Printing: Assessing Methods for the Evaluation of 3D Printing Products” (with Dr. Shu Chang)
- Conference Proceedings**
2015 *Technical Association of the Graphic Arts (TAGA)* Printing United Alliance
“An Analysis of M0 and M1 Measurement Conditions” (with Rachel Silvestrini)
- Refereed Article**
Fall 2014 *Visual Communications Journal* Graphic Communications Education Association
“An Application of the Technology Acceptance Model to Intended Adoption of Digital Printing Technology in the Label Industry” (with Trevor Schroeder)
- Conference Proceedings**
2014 *Technical Association of the Graphic Arts (TAGA)* Printing United Alliance
“An Analysis of Instrument Measurement Conditions with Various Substrates”
- Refereed Article**
Spring 2014 *Visual Communications Journal* Graphic Communications Education Association
“The Usage of Virtual Printing Technologies for Contract Proofs in Commercial Printing Organizations”
- Conference Proceedings**
2013 *Technical Association of the Graphic Arts (TAGA)* Printing United Alliance
“An Analysis of Illuminant Metamerism for Lithographic Substrates and Tone Reproduction”
- Refereed Article**
Fall 2013 *Visual Communications Journal* Graphic Communications Education Association
“Adoption of Technologies for Contract Color Proofing in Commercial Printers”
- Refereed Article**
Fall 2012 *Visual Communications Journal* Graphic Communications Education Association
“An Analysis of Illuminant Metamerism for Contract Proofs”
- Column in Trade Press**
January 2002 to
December 2006 *Printing News* Cygnus Business Media
Wrote a regular column entitled “It’s Academic,” the purpose of which was to provide the industry perspectives on issues regarding graphic arts education. Common themes included attracting young people to the industry and encouraging cooperation between industry and education. The Printing News was the only newsweekly serving the graphic communications industry.

SELECTED PAPERS PRESENTED

March 2019	Technical Association of the Graphic Arts (TAGA) Printing United Alliance “Evaluation of Light Measurement Instruments”	Minneapolis, MN
March 2019	Technical Association of the Graphic Arts (TAGA) Printing United Alliance “Color Studies Curriculum: Re-Envisioning Josef Albers’ Interaction of Color in the Digital Age” (with Yue Cao)	Minneapolis, MN
March 2018	Technical Association of the Graphic Arts (TAGA) Printing United Alliance “Evaluation of TAPPI Brightness versus Other Brightness Indices” (with Hanyi Cheng)	Baltimore, MD
March 2017	Technical Association of the Graphic Arts (TAGA) Printing United Alliance “An Evaluation of the Effect of Instrument Geometry on Color Management for Printed Textiles”	Houston, TX
March 2016	Technical Association of the Graphic Arts (TAGA) Printing United Alliance “Metrology for 3D Printing: Assessing Methods for the Evaluation of 3D Printing Products” (with Dr. Shu Chang)	Memphis, TN
July 2015	International Conference for Graphic Communications Educators “Quantitative Color Difference”	San Luis Obispo, CA
March 2015	Technical Association of the Graphic Arts (TAGA) Printing United Alliance “An Analysis of M0 and M1 Measurement Conditions” (with Rachel Silvestrini)	Albuquerque, NM
March 2014	Technical Association of the Graphic Arts (TAGA) Printing United Alliance “An Analysis of Instrument Measurement Conditions with Various Substrates”	Fort Worth, TX
October 2014	Cross-Media Innovation Center (CMIC) Summit Rochester Institute of Technology, School of Media Sciences “Gray Balance as Calibration Aims versus Gray Balance as Process Control Parameter” (with Robert Chung)	Rochester, NY
February 2013	Technical Association of the Graphic Arts (TAGA) Printing United Alliance “An Analysis of Illuminant Metamerism for Lithographic Substrates and Tone Reproduction”	Portland, OR
October 2013	Cross-Media Innovation Center (CMIC) Summit Rochester Institute of Technology, School of Media Sciences “Adoption of Technologies for Contract Color Proofing in Commercial Printers: A 2013 Analysis”	Rochester, NY
October 2012	Cross-Media Innovation Center (CMIC) Summit Rochester Institute of Technology, School of Media Sciences “Metamerism Index: Improving Quality and Driving Variance Out of Color Critical Workflows”	Rochester, NY
April 2007	New York University / California Polytechnic State University Virtual Proofing Symposia “Management Issues Involving the Adoption of Virtual Proofing”	New York, NY
July 2005	Shenzen Printing Association “Color Management Advancements”	Shenzen, PRC
May 2004	Beijing International Printing Technology Exhibition “Color Management Implementation and Emerging Technologies”	Beijing, PRC

SELECTED SERVICE

Spring 2015 to Present	Advisory Committee Technical Association of the Graphic Arts (TAGA) Printing United Alliance	Wexford, PA
Spring 2020 to Present	Advisory Board RIT Press Scholarly Publishing at Rochester Institute of Technology	Rochester, NY
Fall 2017 to Present	Chair, Department of Graphic Media Science and Technology Committees Actively lead School Curricula, Strategy and Recruitment, and Facilities Committees	Rochester, NY
Fall 2020 to Present	Journal Peer Reviewer <i>International Circular</i> International Circle of Educational Institutes for Graphic Media Technology and Management	Stuttgart, Germany
Spring 2018 to Spring 2021	Vice President for Education Technical Association of the Graphic Arts (TAGA) Printing United Alliance	Wexford, PA
May 2014 to August 2021	Faculty Advisor Rochester Institute of Technology, Technical Association of the Graphic Arts (TAGA) Student Chapter	Rochester, NY
Fall 2014	Journal Peer Reviewer <i>Color Research and Application</i> Wiley, published on behalf of Inter Society Color Council	Frederick, MD

HONORS AND AWARDS

Spring 2016	Nominee, Richard and Virginia Eisenhart Provost's Award for Excellence in Teaching Rochester Institute of Technology	Rochester, NY
May 2014	Keynote Speaker, Gamma Epsilon Tau Awards Banquet Rochester Institute of Technology, Collegiate Honors Fraternity for Graphic Artists	Rochester, NY
Spring 2013	Nominee, Richard and Virginia Eisenhart Provost's Award for Excellence in Teaching Rochester Institute of Technology	Rochester, NY
Spring 2008	Recipient, Award for Excellence in Teaching New York University	New York, NY
Spring 2004	Recipient, 19th Annual Student Prism Award New York University	New York, NY
2003 and 1998	Recipient, Imaging and Media Salesperson of the Year X-Rite, Incorporated	Kentwood (Grand Rapids), MI

CERTIFICATIONS

July 2017	G7 Certified Expert IDEAlliance	Alexandria, VA
August 2015	Certified Six-Sigma Yellow Belt Rochester Institute of Technology, Center for Quality and Applied Statistics	Rochester, NY