



LVI Introduces New Sales Team Member

Source: Press release issued by the company, unless otherwise noted.

(October 20, 2008) Boston, MA LVI Print Optimization is pleased to announce a key addition to the LVI sales team. Tom Pease begins his career with LVI today as Print Optimization Executive.

Prior to joining LVI, Tom was with Cox Auto Trader for 9 years as a top Sales Executive. Tom also has over 5 years experience in the insurance and financial services markets. Tom holds a B.S. from Northeastern University.

"We are thrilled to welcome Tom to LVI. Tom's experience in helping his clients become more successful will benefit both existing LVI clients and future partners. Tom will be pivotal in helping new clients realize their goals for optimizing their print and saving time and costs. The LVI Open Book Relationship™ is based on producing results for our clients, and Tom has a proven track record of delivering", states LVI VP Print Optimization Sales Keith McLaughlin.

A key part of LVI's Print Optimization strategy is the LVI Open Book Relationship, which keeps customers informed on how LVI has met benchmarks for mutually agreed upon goals.

The LVI Open Book Relationship is based on three guiding principles:

- Be Transparent: Share information to create optimal solutions.
- Be Simple: Standardize and automate.
- Be Accountable: Meet targets for improvement.

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