



## Anderson & Vreeland Hires Rob Baker as new Corporate Accounts Manager

Rob Baker, Anderson & Vreeland's most recent hire as Corporate Accounts Manager, brings extensive industry experience and a strong understanding of technical sales and account management to the leading manufacturer and distributor of flexographic plate digital imaging and processing equipment as well as materials. A graduate of Columbus Technical Institute with a degree in Graphic Arts Communication, Rob has spent the last three decades moving up the ladder at firms such as The Pitman Company, where he spent 13 years in various roles including positions as Branch Sales Manager, National Accounts Manager and Digital Flexographic Sales Manager. Baker also brings experience from the converter's perspective, after spending the last 5 years opening and developing sales territories with Belmark, Inc., an industry leading packaging printer and converter of pressure sensitive labels, folded cartons and flexible packaging.

When asked about his new appointment, Baker stated "I am excited to be starting this new challenge with A&V. I look forward to developing longstanding relationships and continuing to position Anderson & Vreeland as a leader in the flexographic industry."

In his new position, Baker will supervise sales and support for several corporate accounts, including supply chain management and technology transfer, all while furthering Anderson & Vreeland's reputation as an industry leader and commitment to multi-location companies serving the flexographic industry.

According to Bill Bower, Director of Sales at Anderson & Vreeland, hiring Rob Baker as our new Corporate Accounts Manager is a great match, particularly when you consider his extensive in-depth experience and strong understanding of technical sales in the flexo industry. "Rob is ideally qualified to support our corporate and strategic accounts with his extensive prepress and sales management experience. This experience, coupled with A&V's best-in-class flexo solutions, will truly benefit our customers," said Bower.

Rob begins his career at Anderson & Vreeland by joining a group of talented, experienced and dedicated flexo professionals geared to continue Anderson & Vreeland's exceptional service and quality in the flexo industry.