

# News Release



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## **SpencerMETRICS WELCOMES CARLOS L. ALEXANDER, SR.**

**Melville, NY – 10 August 2016** — *SpencerMETRICS* LLC is pleased to welcome Carlos L. Alexander, Sr. to its Business Development team, which is responsible for sales, support, and expansion of the *spencerMETRICS* suite of productivity improvement solutions.

With over 25 years experience of providing production solutions to the printing industry, Carlos has held positions at Océ North America, IKON Office Solutions, Xerox, and Canon USA and most recently at CLi Technologies. Throughout his career, Carlos has achieved many honorable awards for sales and overall exemplary performance.

“We are delighted to have Carlos join the *spencerMETRICS* team in helping print shops to achieve the productivity potential that their digital printing assets can deliver. Carlos’ dedication to assuring each solution truly fits each customer, coupled with his knowledge of the industry we serve, will be key as we expand into new regional and vertical markets”, said Cathy Fiasconaro, Vice President of Operations.

Carlos adds, “I am very excited about the opportunity to join *spencerMETRICS* extremely talented and professional group of consultants. In my twenty-plus years of print industry experience, never has there been a software intelligence suite that offers so much real time analytics and data, allowing its users to be actionable in crucial cost-saving decisions.”

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– Cathy Fiasconaro, VP Operations  
Spencer Associates Group

The *spencerMETRICS* CONNECT® system, a patent-pending measurement and analysis tool, provides print shop management and owners with real-time analytics, measuring the productivity of their digital presses during actual print production. Through automatic data collection and instantaneous cloud-based analysis, the *spencerMETRICS* system identifies key opportunities to reduce costs by improving the efficiency of their digital press operations.

Carlos can be reached directly at 202-497-5185 or at Alexander@spencer.com.

### **ABOUT *spencerMETRICS* LLC**

*SpencerMETRICS* LLC is part of the Spencer Associates Group, which has provided a boutique digital imaging and printing consultancy since 1989. Spencer & Associates bridges the boundary between technology and product marketing, working with organizations for which printing is mission-critical – optimizing digital printing quality, color management and workflows. Its *spencerLAB* division provides competitive analysis, digital color technology, consumable yield expertise, and Focus Group management; its printer test software is a *de facto* standard.

For more information, please visit [www.spencermetrics.com](http://www.spencermetrics.com).