

# News Release



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## SpencerMETRICS WELCOMES JOHN SWEENEY

**Melville, NY – 14 October 2015** — *SpencerMETRICS* LLC is pleased to welcome John Sweeney to its Business Development team. *SpencerMETRICS* provides press productivity intelligence – data capture and analysis that allows actionable information leading to lower operating costs and more usable prints per shift. Sweeney will be responsible for new business acquisition, and driving expansion of the *spencerMETRICS* suite of productivity improvement solutions.

Sweeney joins *spencerMETRICS* from MatchMyColor LLC, where he served as Business Development Manager, Americas. With 20 years experience introducing new technology to the printing and publishing market, he has also held positions at TAGA (the Technical Association of the Graphic Arts), PIA/GATF (Printing Industries of America/Graphic Arts Technical Foundation), and IDEAlliance.

“In today’s competitive environment, printers understand that reducing production cost and improving efficiency must be key strategic initiatives. Today’s print MIS and workflow automation systems do not provide the actionable data needed to improve shop floor productivity. The *spencerMETRICS* solution is elegant in its simplicity of implementation, and goes beyond them to reduce downtime, improve throughput, and optimize utilization of resources. Understanding the root causes of downtime is more important than monitoring uptime and impressions or clicks”, said Sweeney. “I am excited to join the *spencerMETRICS* team, and help to bring this important new technology to market.”

“**...John shares our vision and, most importantly, our commitment to our customers.**”

– Catherine Fiasconaro, VP Operations  
Spencer Associates Group

Catherine Fiasconaro, *spencerMETRICS* Vice President of Operations, noted, “We are very excited to welcome John to the *spencerMETRICS* family. With his outstanding consultative experience, and technical and industry knowledge, John shares our vision and, most importantly, our commitment to our customers.”

You may contact John at 412-983-3997 or Sweeney@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).