



Cindy Woods

President/CEO – The CMO Team

Cindy Woods believes that marketing for a printing company is best accomplished by someone who is on intimate terms with the industry. Her clients know that her “not-by-the-book” approach, hands-on knowledge, and ground-level expertise have earned Cindy recognition as one of the top influential marketers in the printing industry. With more than 20 years experience in production, operations, sales, sales management, and marketing, Cindy is a trusted advisor and hands-on Chief Marketing Officer who has actually “walked the walk.” She served in the role of Senior Vice President/CMO of a nationally recognized and awarded print company, increasing annual revenues from \$1.2 million to \$55 million and winning 11 consecutive NAPL Management Plus Awards.

Cindy has a true “sixth sense” that allows her to create innovative marketing specific to a company, its culture, and its marketplace. Along the way, she helps her clients better understand trends in the communication landscape, how those trends affect their customers, and how they affect the industry of print and related services.

Over the years, Cindy has espoused a no-nonsense view of the role of marketing within our industry. Its purpose, she maintains, is to support and influence sales, business development, and profitable corporate growth effectively.

Cindy has been a panelist, speaker, member and board member of several national associations and groups including NAPL™, PIAG™, WBENC™, DMA™, Heidelberg™, and Kodak™. Her unique feet-on-the-ground approach and insights have earned her the respect of many print organizations who have allowed her the opportunity to successfully lead their marketing initiatives. She has a very distinct perspective on the new print buyer and hybrid sales teams approach required to succeed in today’s changing graphic communications marketplace.

Cindy is also pleased to announce that her KnowledgeTAP™ Marketing Program for print organizations was awarded a 2014 Grand Award by PSDA!

Industry Awards and Certifications

2014 PSDA Grand Award Winner

NAPL Soderstrom Society Member

11 NAPL Management Plus Awards

372 PIAG Print Excellence Awards (Lifetime)

Kolbe™ Certified

UpFront™ Presentation Certified

WBENC™ Certified

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