



**FOR IMMEDIATE RELEASE**

## **MAC Group Adds Power to its Sales and Marketing Teams**

*Company staffs up for continued growth of brands*

**Elmsford, NY (September 19, 2011)** – [MAC Group](#), a leading manufacturer and distributor of professional photographic equipment, announces today the addition of six new members to its Sales and Marketing Teams. Francis Westfield joins as Technical Sales Manager for Mamiya/Leaf products, Joshua M. Fischer joins as ILFORD Product Marketing Manager, Veronica Cotter joins as a consultant for ILFORD, Marc Farb joins as Technical Sales Manager for ILFORD Digital Papers and X-Rite Color Management, Jason Friedman joins MAC Group as Kupo Product Marketing Manager, and John D. Williamson joins as Technical Sales Manager for Kupo.

“I am very proud to announce the addition of these six new team members,” said MAC Group President Jan Lederman. “Each of these professionals brings with them to their new positions here at MAC Group the benefit of many years of experience in the imaging industry. They will enhance our sales and marketing teams greatly.”

Francis Westfield, Technical Sales Manager for Mamiya/Leaf products, will primarily serve as a “Product Evangelist” training dealers, reps and customers on the use of Mamiya and Leaf products. He will also interface with photographers, filmmakers and dealers to directly understand their needs and how future products may address these needs.

Joshua M. Fischer, ILFORD’s Product Marketing Manager, will be in charge of developing product messaging and positioning for ILFORD Digital Paper. He will also represent the brand at dealer trainings, presentations, tradeshow and other events. Josh will collaborate with the sales department communicating marketing strategies and sales implementation programs. As well as interface with photographers and dealers to directly understand their needs and work to develop future products that may better address these needs.

Veronica Cotter has been hired as a consultant to help launch the ILFORD Inkjet Galerie products into the educational community. Veronica has been affiliated with ILFORD since 1994 and is a familiar and friendly face to educators who already identify her with the ILFORD brand. She will be working with Joshua Fisher, the ILFORD Product Manager, Bill Gratton, National Manager of Educational Markets and the MAC Group Sales Team to help manage the many opportunities for the ILFORD Galerie Inkjet products.

Marc Farb, ILFORD and X-Rite’s Technical Sales Manager, will primarily serve as a “Product Evangelist” training retailers, reps and customers on the use of these products. Additionally, he will

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interface with photographers, filmmakers and dealers to directly understand their needs and how future products may address these needs.

Jason Friedman Kupo's Product Marketing Manager, will be in charge of developing the product message and positioning for the new line of Kupo Grip products which MAC Group introduced today. He will also represent the brand at dealer trainings, presentations, tradeshow and other events. He will also interface with filmmakers, photographers and retailers to directly understand their needs and work to develop future products that best address these needs. Additionally, Jason will collaborate with the sales department communicating marketing strategies and sales implementation programs.

John D. Williamson, Kupo's Technical Sales Manager for their new line of grip equipment, will serve as a "Product Evangelist" training sales representatives, retailers, and end-users. John will also represent Kupo at dealer trainings, presentations, tradeshow and other events.

### **About MAC Group**

[MAC Group](#) is a sales and marketing company dedicated to supplying photographers, videographers, educators and students with the world's finest image-making tools.

In addition to the brands it represents in the USA, MAC Group designs and distributes Tenba and Induro products internationally.

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