

MEI Appoints New Territory Sales Manager for Midwest

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MEI announced the appointment of John Secor as Territory Sales Manager for the Midwest. Secor will handle sales of MEI's software and systems in the Midwestern United States and Canada, focusing on direct sales of the company's products as well as its K4 Publishing System sales initiatives.

Jenkintown, PA - Managing Editor Inc. (MEI), an Adobe premier development partner and leading provider of software solutions for the publishing industry, today announced the appointment of John Secor as Territory Sales Manager for the Midwest. Secor will handle sales of MEI's software and systems in the Midwestern United States and Canada, focusing on direct sales of the company's products as well as its K4 Publishing System sales initiatives.

Formerly a sales development specialist at MEI, Secor has been involved in multiple facets of the publishing business for more than 20 years. He has been a reporter, editor and publisher - all for publications in the Midwest. He has also been active in several state press associations and publishing organizations, such as the American Society of Newspaper Editors, Society for News Design, Northern Illinois Newspaper Association and more.

"With such deep roots in the industry, John understands the complexities of production and technology management," said Steven Haught, vice president of sales at MEI. "By concentrating his efforts in an area that he already knows and understands, John offers our customers even more personalized, one-on-one interaction that speaks to their specific requirements."

Secor has worked in integration services and customer support for both advertising and editorial systems at MEI, giving him an understanding of production workflows and customer needs. He has installed, trained and supported MEI's advertising layout solutions, including ALS, CLS, AdForce and ClassForce. And as a former K4 Project Manager, he has extensive experience with the system and its ability to streamline production.

"I'm extremely excited to be able to combine my experience in the publishing industry with a solid background at MEI," Secor said. "I see this as a great opportunity to apply what I know about putting out a publication to my knowledge of the innovative solutions we offer."

Managing Editor Inc. (MEI):
<http://www.maned.com>

Managing Editor Inc. is an industry leader in the development of quality, proven software solutions for the evolving publishing industry. The Page Director(R) Series of Advertising and Classified Layout Systems, K4 Publishing System, Integrated Production Suite (IPS), Wave2 self-serve advertising platform and IPS AdTrac deliver automated pagination, workflow, customer relations and digital asset management solutions to newspaper and magazine publishers, as well as to other print and electronic publishing markets. MEI is an Adobe premier development partner and has twice been named a laureate of the Computerworld Smithsonian Collections. Additional information regarding MEI's products and services can be found on the company's Web site.

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