



## Meet the Instructors

## Meet the Principals

### Matt Reynolds

As the **Chief Executive Officer**, Matt is responsible for making sure that Element has the resources necessary to meet clients' needs. Matt has over 30 years of experience serving the publishing, advertising, and media markets. With his experience in both operations and sales, Matt understands the demands our clients must address in bringing their products to market and knows what it takes to deliver the service and support they need to maximize their success. Matt's high energy and enthusiasm for the people and the work at Element brings out the best in everything we do.



### Jeff McLeod

As the **Executive V.P. of Creative Services**, Jeff is responsible for making sure that Element's creative services achieves clients' expectations for high-quality product development. Jeff's 20 years of publishing, advertising, and media experience on both the publisher and vendor side of the business, gives him a unique understanding of the creative process. Both Element colleagues and clients appreciate Jeff's ability to synthesize information from stakeholders and approvers and manage internal and external resources.

### Jerry Stoecker

As the **Executive V.P. of Sales**, Jerry is responsible for business development for Element. He works closely with Jeff McLeod in managing the organization's sales, service, and customer relations. He also maintains account management responsibilities and provides direct customer service for our clients. With more than 26 years in the industry, Jerry is experienced with project planning, workflow process, technical production, prepress functions, and the mechanics of print manufacturing. Jerry's tenacity and attention to detail have helped our clients achieve their goals.



### Donna Baldwin

As the **Director of Client Services**, Donna is responsible for managing Element's project management staff to achieve client expectations. She has more than 20 years of experience in the advertising, commercial, and publishing marketplace. This experience provides her insight to the demands of projects from concept to print. It is this insight that allows her, and her staff, to provide the best possible customer service.



### Lisa Waters

As the **Director of Technical Operations**, Lisa is responsible for overseeing the daily activities of the staff to ensure that we meet our clients' objectives. Lisa's 18 years of experience in educational and commercial publishing and her technical knowledge allow her to plan and direct efficient workflows which are critical in project set-up and planning. She has a proven record of innovation, integrating employee training with the latest hardware and software configurations to drastically improve productivity.

### Karen Steinberg

As the **Director of Creative Services**, Karen is responsible for the design and creative services Element provides our clients. She brings 25 years of creative experience in commercial and educational publishing. Karen's experience working internally for publishers, as well as a freelance design resource, gives her a unique understanding of the importance of process and structure. Karen strives to bring an orderly hierarchy to the page elements and then develop an overall design that makes the hierarchy intuitive.

### Lynn Trepicchio

As the **Director of Editorial Services**, Lynn is responsible for content development and editorial management. She has more than 20 years of experience and works from our office in northern New Jersey. Since 1987, Lynn has been part of several winning new product development teams in her career. She is experienced in collaborating with cross-functional product teams, managing internal and external staff, overseeing product line P&L's and general program management. Count on Lynn for her knowledge of the preK-6 reading/language arts market, her ability to help clients realize and execute their goals by using resources well and wisely, and her clear-thinking during those high-stress cycles of execution.

