



# Bulletin

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## Tim Baechle to Become Next Idealliance CEO



*Vice President Tim Baechle was appointed by the Idealliance Board to be its third CEO.*

Idealliance Vice President Timothy Baechle will become its new Chief Executive Officer on October 1, 2018. David Steinhardt, who has served as Idealliance President and Chief Executive Officer since 2001, will become President Emeritus and continue working full-time in partnership with the new CEO and leading key innovation working groups.

In appointing Baechle to his new post, Idealliance's officers sought a smooth transition and continuity with an experienced executive from within the industry to guide the future of Idealliance. Baechle, who joined Idealliance in 2016, will become its third CEO. Steinhardt assumed the leadership role 18 years ago from its first CEO, Norman Scharpf, who helped to facilitate a smooth leadership transition and continuity from present to future.

### 'Innovate and Evolve'

"We are excited to find within our organization such a great successor as Tim Baechle to be our next CEO," says Idealliance Chairman Wayne Marshall, President, Flatout Branding & Design. "With many years of experience in the industry and a previous CEO of two companies, Tim brings in-depth knowledge and perspective that will be instrumental in helping us continue to innovate and evolve as an organization."

"As we make this transition, we also want to thank David Steinhardt for his 18 years of leadership and his dedication to the industry during two decades of change and challenge," says Marshall. "We know that he will bring that same dedication to his new role as President Emeritus and we appreciate his insight and industry understanding in support of the new leadership in the months and years ahead."

"I am honored and humbled to be taking the role of Idealliance CEO," says Baechle. "Idealliance is a one-of-a-kind, innovative non-profit organization—a think tank with a global platform and global collaboration—for the graphic communications industry. Idealliance is much bigger than one individual and I am so grateful to serve alongside such incredible individuals internally and externally. Without everyone we work with, none of what we do would be possible."

### Service to Others

"It is an honor and pleasure to be in the service to others, both domestically and around the world," he continues. "Idealliance has a history of transforming the supply chain with core standards and leading practices by engaging all partners upstream and downstream in creation, production, and distribution workflows. Over the past two years, David and I have worked closely and his continuing leadership with Idealliance will provide a through-line of action to the future."

"I have worked for Idealliance and its predecessor for nearly 25 years—a large part of my professional career in the industry—and have found the work stimulating and gratifying," says Steinhardt. "But after 33 years in the industry, I believe it is time to look to the next generation of leadership for Idealliance and I look forward to working with Tim and our team to address new challenges and advance our innovative initiatives."



*Current President & CEO David Steinhardt will become President Emeritus.*

### Extensive Background

Timothy Baechle has spent his entire career in the packaging, printing, and converting industry. He comes from a vast global consulting history and has an extensive background in workflow automation, process control, print methodologies, ISO standards, materials, finance, operations, and hardware. He built a software company within the industry early in his

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career, which was acquired by a European software firm. He also invented a hardware technology, which grew into a global operation.

For over a decade he served as CEO of two companies—Equilibria LP and Innovatia Holdings PLC. He is multilingual and an ISO Standards Committee Expert and Voting Delegate, Member of the U.S. Technical Advisory Group to ISO, Parent Committee for Graphic Arts Technical Standards, Commission Internationale de l'Eclairage, and G7 Expert.

Through his extensive industry experience he has been deeply involved in brand management, brand equity, and alignment. He has been recognized with industry awards and as honoree of The British Printing Industries Federation, InterTech Global Innovation Awards, Digital Print for Packaging-Europe, GrafiVak, and the Society for Imaging Science and Technology for his technical contributions to the industry.

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