



Bulletin

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Julie Shaffer

Julie Shaffer to Join Idealliance Team As Vice President of Marketing & Events

Julie Shaffer will join the Idealliance team as Vice President of Marketing and Events, effective June 12, 2017. Steve Bonoff, current Senior Vice President of Marketing Communications, is moving forward to a consultancy role as of June 1.

"We are extremely pleased that Julie has agreed to join our team," says David Steinhardt, Idealliance President and Chief Executive Officer. "She has a solid reputation as an industry expert and thought leader. As we continue to grow, she will be an excellent addition, helping us move Idealliance and our industry into the future."

Julie Shaffer's career in the industry spans 30 years. After spending a dozen years honing her expertise in production and management for printing companies in several U.S. markets, Shaffer has devoted her career over the last 17 years as an association executive, building innovative business resources and educational programs serving the graphic and visual communications industry.

Industry Author

She has been instrumental in bringing focus to new and disruptive technologies, including integrated media, mobile marketing, and rapid manufacturing, and is called on to speak at industry events across the country. Shaffer is also the author of several industry-focused books, including *The PDF Print Production Guide*, *Web-to-Print Primer*, and *Social Media Field Guide: A Resource for Graphic Communicators*.

"The way we communicate and deliver information and content of all kinds — and the way consumers want to receive this information and content — is in a state of dynamic change," says Shaffer. "Being cognizant of the trends and staying ahead of the curve presents exciting opportunities for the visual communications and media industries."

"I am thrilled to be joining Idealliance, where I will continue to encourage industry innovation and help in guiding service providers in the best ways to take advantage of disruptive

technologies to drive business growth," she continues. "This is an exciting time in the industry, and the global Idealliance platform offers a way for me to take my contributions to the next level."

Steve Bonoff, current Senior Vice President of Marketing Communications, will continue to serve Idealliance over the next year. "Steve has brought significant value to the industry in his roles, including his time as President of the International Prepress Association, spearheading its merger with Idealliance, and as a senior member of our executive team," says Steinhardt.



Steve Bonoff

"I am grateful for the Idealliance Team, especially David Steinhardt for his leadership during my many years of service," says Bonoff. "I believe in the mission Idealliance embodies and look forward to supporting its continued innovations and impact in the visual communications and media industry, as I embark on the next phase of my professional career."



Publications & Research