



**BRUCE SEGER**  
Sales and Marketing Director

As the Director of Sales and Marketing, Seger is responsible for providing direct support and consultation to GPO's agency customers and promoting GPO products and services directly to new and existing agency customers. Seger will oversee GPO's Central and Regional National Account Managers (NAMs) who are the agency's sales force dedicated to assisting customers in implementing the most cost-effective and appropriate GPO solutions for their specific needs; the Marketing department which develops and coordinates outreach to Federal agencies in support of new GPO initiatives, products, services, and events; Program Analysis and Research (PAR); and the Institute for Federal Printing and Electronic Publishing (IFPEP). Seger will also be responsible for managing GPO's relationship with the Interagency Council on Printing.

### **Biography**

Seger has more than 35 years of experience in the printing industry. He came to GPO in 2009 as Director of Sales after holding various positions in the private sector. Seger served as the president of Balmar, Inc., a full-service provider of digital and offset printing, graphic design, mailing and fulfillment services; print production manager of Arthur Young & Company where he managed the graphics, composition and print production staff; and production services manager of Northrop Services, Inc. where he was responsible for the printing, typesetting and graphics staff of the government division.

Seger earned a bachelors degree from the University of Virginia and is a member of the Greater Washington Board of Trade.