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Sales Manager Hired to Oversee Growing West Coast Operations

Michael Fabbri, an experienced Sales Manager, has been hired to manage the growing number of Account Managers and corresponding business in the west coast market.

West Michigan – Wynalda Litho is excited to announce the addition of Michael Fabbri as the Sales Manager responsible for their growing west coast operations. Michael has 24 years of sales and management experience in manufacturing and distribution.

“I’m anxious to put my experience and outside perspective to use in the commercial printing and packaging industry.” Said Fabbri. “Wynalda Litho is a great company that will provide me with the professional challenges I have been looking for.”

Fabbri will be based out of Wynalda Litho’s West Michigan location but will spend much of his time with the Account Managers in the Los Angeles, CA sales office. Fabbri’s first mission will be to drive the expansion of the, traditionally entertainment based, sales force into non-entertainment business along the west coast.

“Michael is a sharp guy and will bring a unique perspective to our sales force.” Said Steve Hulbert, Executive Vice President & General Manager of Wynalda Litho.

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Wynalda Litho is a commercial printing and packaging company dedicated to providing an urgent response to our customer’s unique needs. We are a full service printing company and offer a complete range of services including structural and graphic design, computer to plate technology, 8 color printing, custom coatings, foil stamping, embossing, die-cutting, bindery services and fulfillment. Wynalda Litho provides products and services to customers across the nation in industries like pharmaceutical, healthcare, food, cosmetics and most prominently, entertainment. Founded in 1970 and located in West Michigan with sales offices in Illinois and California. www.wynalda.com