

# Recommendations for Steve Horrocks

---

## **SVP Product Management & Marketing DNP Photo Imaging America**

“Steve is a master of product and project management processes and his insights and leadership qualities will drive him to great success regardless of the industry he enters.

He taught me more about using business processes to drive products from inception to support than any other manager, and I have continued to use the fundamentals he taught me with great success in my career.

Steve is also extremely innovative in utilizing new forms of technology to further the projects and help his teams be successful.

Any company striving for success would benefit from having Steve join their ranks in a management capacity.” November 7, 2010

**JP Johnson**, Technical Account Manager, DNP Photo Imaging America reported to Steve at DNP Photo Imaging America

“Steve is incredibly detail-oriented and excels at seeing through the problems, identifying the solution, outlining the necessary tasks, and keeping the project and people moving through the project's completion.” October 29, 2010

**John McDavitt**, Product Manager, DNP Photo Imaging America reported to Steve at DNP Photo Imaging America

## **Dir., Product Management Datamax/O'Neil**

“Steve was the cornerstone of the marketing team at Datamax Corporation. He was instrumental in the development of new channel business partnerships and taking existing customer metrics to the next level. His technical expertise with both hardware and software was critical when developing marketing collateral, technical documents and collaborating to brainstorm new product ideas. Steve would be an invaluable asset to any organization; he is well respected in his field by colleagues and customers. His drive for success is fueled by a strong work ethic and professional demeanor.” October 29, 2010

**Leslie McGinn**, Channel Marketing Manager/Marketing Comm Mgr., Datamax Corporation worked directly with Steve at Datamax/O'Neil

“During my tenure with Datamax O'Neil, I had the pleasure to work for Steve. He was an excellent manager with innovative ideas. As Director of Product management, Steve discovered new markets and increased market share. He is results driven and opened minded team player. He was considered one of the organizations top product experts. Steve understood how to drive business through the channel while meeting customer demands. I enjoyed my time working with Steve.” November 1, 2010

**Mark Greco**, Product Manager, Datamax-O'Neil Corporation reported to Steve at Datamax/O'Neil

"I had the pleasure of working with Steve for over 5 years and found him to be a consummate professional, always willing help a customer and/or co-worker. Steve brings a strong work ethic and extensive product knowledge to his industry. Steve will be a valuable asset to any company who is fortunate enough to hire him." October 29, 2010

**Colleen Belden**, Channel Marketing Coordinator for Supplies, Datamax-O'Neil worked directly with Steve at Datamax/O'Neil

"In his role as Director of Product Management, Steve and his team provided information, training and support to the Sales Team. Steve is one of the most responsive and reliable people I have worked with. I could always count on him to get back to me with a response to my questions. He knew his products well, was articulate when speaking in front of customers and managed to make even sometimes "dry" material interesting for the listener. I'd welcome the opportunity to work together with him again." October 29, 2010

**Dave Brinza**, Channel Account Manager, Midwest, Datamax-O'Neil worked with Steve at Datamax/O'Neil

"I worked with Steve for over 8 years at Datamax and always found him to be very professional. He is easy to work with and a good team member. He understands the AIDC market very well and has a deep knowledge base on printers and media supplies." October 29, 2010

**Tom Brahm**, Senior Sales Manager SE, Datamax worked directly with Steve at Datamax/O'Neil

"I worked very closely with Steve on several projects where he was the product manager or project leader. In all cases Steve was an excellent communicator, leader and Team member. Steve was driven to keep the projects on time while ensuring all steps of the process were identified, completed and communicated to others in a timing and professional manner. Steve has a strong customer perspective that ultimately led to highly successful and timely product launches. I am pleased to offer my recommendation for Steve." October 29, 2010

**Charles Jondal**, Student, Minnesota State University, Mankato worked directly with Steve at Datamax/O'Neil

"Steve was a great Product Manager because he was very knowledgeable about the products that we provided for our customers. He took the time to learn about our products and how they could best meet the needs of our customers." October 29, 2010

**Mark Hitz**, Director, Mechanical Engineering, Datamax worked with Steve at Datamax/O'Neil

"I found Steve to always be a very knowledgeable individual, helpful and very easy to work with, he shared information freely" October 29, 2010

**Alan Bacon**, EMEA Training Manager, Datamax Corporation worked with Steve at Datamax/O'Neil