



Cindy Woods

President/CEO – The CMO Team and KnowledgeTAP™ Marketing Solutions

Cindy Woods believes that marketing for a printing company is best accomplished by someone who is on intimate terms with the industry. Her clients know that her “not-by-the-book” approach, hands-on knowledge, and ground-level expertise have earned her recognition as one of the top influential marketers in the printing industry. With more than 20 years experience in production, operations, sales, sales management, and marketing, Cindy is a trusted advisor and hands-on Chief Marketing Officer who has actually “walked the walk.” She served in the role of Senior Vice President/CMO of a nationally recognized and awarded print company, increasing annual revenues from \$1.2 million to \$55 million and winning 11 consecutive Management Plus Awards.

Cindy has a true “sixth sense” that allows her to create innovative marketing specific to a company, its culture, and its marketplace. Along the way, she helps her clients better understand trends in the communication landscape, how those trends affect their customers, and how they affect the industry of print and related services.

Over the years, Cindy has espoused a no-nonsense view of the role of marketing within our industry. Its purpose, she maintains, is to support and influence sales, business development, and profitable corporate growth.

Cindy has been a panelist, speaker, member and board member of several national associations and groups including NAPL™, PIAG™, WBENC™, DMA™, Heidelberg™, and Kodak™. Her unique feet-on-the-ground approach and insights have earned her the respect of many print organizations who have allowed her the opportunity to successfully lead their marketing initiatives. She has a very distinct perspective on the new generation of print buyers and marketers, as well as the expected and unexpected role of today's account executives.

Cindy also facilitates a national CEO peer group for the print industry, and helps to place print organizations as members within other privately-facilitated industry peer groups.

Industry Awards and Certifications

372 PIAG Print Excellence Awards (Lifetime)

Kolbe™ Certified

UpFront™ Presentation Certified

WBENC™ Certified

The CMO Team

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