

Joe Sita

Joe Sita is a print Production and Manufacturing professional with extensive experience in the publishing industry, emphasizing cost reduction while maintaining high quality and timely completion of projects.

Mr. Sita has been involved in prepress, print, and manufacturing sourcing for over 27 years. With experience ranging from large, medium, as well as small and emerging publishers, Joe has built a solid reputation among vendors servicing the industry; both in the US and offshore. Mr. Sita has utilized his skills to significantly reduce costs and improve quality. His extensive experience scans the entire production and manufacturing aspect of print. His expertise includes prepress, scanning, color management, and page building. On the print and manufacturing segment, Mr. Sita possesses a keen eye for directing color adjustments to press personnel.

Mr. Sita also has vast knowledge of paper and is able to recommend and select the best paper for any print project.

Mr. Sita possesses outstanding process improvement skills to deliver highly efficient practices to his department. He has utilized his project management skills to manage \$6.5 - \$12 million annual purchasing budgets, while helping to deliver targeted cost saving goals. He has developed strong relationships with domestic and international prepress and manufacturing vendors, achieving on or better than scheduled delivery and lowest cost in the industry. Negotiating with vendors to reduce costs, Mr. Sita established significant savings of \$400,000 in less than one year while associated with a medium sized publisher. Mr. Sita's technical knowledge provides him with proficiency in scalability and financial impact when determining use of web or sheet fed presses, ultimately reducing waste and driving down cost of product.

Also noteworthy are Mr. Sita's staff development and mentoring skills, which have contributed to no or low turnover ensuring business continuity. Those same staff development skills also permit Mr. Sita to establish excellent interdepartmental relations, as he coordinated schedule and proof approval with Editorial and Design to ensure color accuracy along with flexibility to make required changes.

Mr. Sita began his career with St. Martin's Press, a trade publisher, and has also been associated with widely known Macmillan, Simon & Schuster, Harcourt, and Reed Elsevier. He holds a BS from John Jay College in New York City and holds several graduate level completion certificates, including Accounting, Performance Reviews, and Diversity.