



330 N Wabash Avenue, 18<sup>th</sup> Floor  
Chicago, IL 60611

[email@thINKForum.com](mailto:email@thINKForum.com)

[www.thINKForum.com](http://www.thINKForum.com)

@thINK\_Forum

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## COMMUNITY OF CANON SOLUTIONS AMERICA CUSTOMERS ANNOUNCES KEYNOTE SPEAKER FOR FIRST ANNUAL CONFERENCE

*New York NFL legend Phil Simms to deliver keynote at thINK 2015*

NEW YORK, N.Y., July 7, 2015 – thINK, an independent community of Canon Solutions America production print customers, today announced that Phil Simms, NFL legend and CBS sportscaster, will be the keynote speaker at thINK 2015. The conference, held September 8-10, 2015 at the Roosevelt Hotel in New York, will be the group's inaugural event.

"We plan to kick off the event with a lot of energy," said Victor Bohnert, thINKforum Executive Director. "We are thrilled to have secured a keynote speaker of Simm's caliber. He has a fascinating story to tell about transformation."

Two-time Super Bowl champion and Super Bowl XXI Most Valuable Player, Phil Simms played his entire 14-season professional career as a New York Giant before reinventing himself as a broadcaster. At the conference, he will share his perspectives on the leadership and change management skills he needed to successfully transition from NFL MVP to television analyst.

### **An Industry Transformed**

Reinvention will be on the minds of attendees as early adopters of the fast-growing \$3.5B inkjet market converge for thINK 2015.

"Printing has become a non-sexy thing with customer's changing marketing budgets," said Mark DeBoer, Director of Customer Experience at Darwill, Inc., and thINK 2015 Conference Chair. "Now the possibilities are growing and there's a new excitement about this transformational technology. It brings a whole new level of what's possible."

Because the technology is new, there's also a lot to learn – both on the operations and business side of the inkjet equation. Not only will session content cover all aspects of inkjet, but attendees will be able to network with peers who have already made the transition.



thINK 2015 will address the needs and will benefit business owners as well as those responsible for printing and workflow.

### **Learning and Sharing**

Other high-profile speakers at the event will include Jim Hamilton, Group Director at InfoTrends, who will offer attendees insights on inkjet market trends and opportunities. He'll be joined by Christian Untenberger, Executive Vice President Commercial Printing, Canon Europe, and Erik van Eldik, Vice President Marketing & Strategy SBU Document Printing at Océ Technologies, who will give attendees a sneak peek into the latest technologies coming out of Poing and Venlo.

In addition, attendees will be able to choose from over 20 sessions led by thINK members and print industry experts that include Kemal Carr, President of Madison Advisors, and Marco Boer, Vice President of IT Strategies. "We have a powerful lineup of speakers planned," said Bohnert. "All of the session content was selected by members themselves. And many of our speakers are people living inkjet. Being able to leverage the collective intelligence will only further strengthen the industry."

### **About thINK Forum**

thINK is an independent community of Canon Solutions America production print customers, solution partners, and print industry experts. Led by some of the most successful inkjet service providers in the country, it provides a forum for members to network, gain knowledge, discuss common challenges, and share best practices. For more information, visit [thinkforum.com](http://thinkforum.com).

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