



BRUCE SEGER
Managing Director, Customer Services

Seger oversees GPO's Customer Services business unit which consists of printing professionals located in Washington D.C. and a nationwide network of regional offices. Customer Services is dedicated to ensuring that GPO's customers' requirements are met with quality products and solutions provided in a timely, cost-effective, and professional manner. Seger is responsible for the development, sales, and promotion of GPO's competitive products and services. Seger oversees GPO's Central and Regional National Account Managers (NAMs) who are the agency's sales force dedicated to assisting customers in implementing the most cost-effective and appropriate GPO solutions for their specific needs.

Biography

Prior to becoming Managing Director of GPO's Customer Services business unit, Seger oversaw GPO's Publications & Information Sales unit, which manages the sale of publications in print and ebook format through GPO's online and retail bookstores, GPO's distribution facilities in Pueblo, Colorado and Laurel, Maryland, and the GPO contact center. Seger also managed GPO's Creative Services unit, which provides design services for print, Web, and multimedia products to Federal agency customers. Seger is also responsible for GPO's Internal Branding, Design, and Web Services unit.

Seger has more than 35 years of experience in the printing industry. He came to GPO in 2009 as Director of Sales after holding various positions in the private sector. Seger served as the president of Balmar, Inc., a full-service provider of digital and offset printing, graphic design, mailing and fulfillment services; print production manager of Arthur Young & Company where he managed the graphics, composition and print production staff; and production services manager of Northrop Services, Inc. where he was responsible for the printing, typesetting and graphics staff of the government division.

Seger earned a bachelors degree from the University of Virginia and is a member of the Greater Washington Board of Trade.