

News Release

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PUBLIC PRINTER NAMES MANAGING DIRECTOR OF BUSINESS PRODUCTS & SERVICES

WASHINGTON – Public Printer Davita Vance-Cooks has named Bruce Seger as Managing Director of the U.S. Government Printing Office’s (GPO) Business Products & Services business unit. Seger will oversee the development, sales, and promotion of GPO’s competitive products and services. He is responsible for 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 is also responsible for GPO’s Creative Services unit, which provides design services for print, Web, and multimedia products to Federal agency customers. In overseeing GPO’s Sales and Marketing unit, Seger is responsible for providing direct support and consultation to GPO’s agency customers and promoting GPO products and services directly to new and existing agency customers. Seger will oversee 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. Seger is also responsible for GPO’s Internal Branding, Design, and Web Services unit.

Link to photo: http://gpo.gov/images/news-media/management/Seger_300.jpg

“Bruce is a results oriented leader and I have every confidence that he will succeed in overseeing GPO’s offices that focus on competitive products and services,” said Public Printer Davita Vance-Cooks. “As GPO moves forward with its digital transformation, Bruce will play a key role in engaging our customers and promoting our services.”

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 Bachelor’s degree from the University of Virginia and is a member of the Greater Washington Board of Trade.

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