

Bruce Leigh Myers, Ph.D.

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C U R R I C U L U M V I T A E

Earned Doctorate in Graphic Communications with over twenty-five years of extensive industry experience as an educator, supervisor, product trainer, and proven top-performing sales professional. Currently serve as resident Assistant Professor in the School of Media Sciences at Rochester Institute of Technology teaching graduate and undergraduate courses in color management and control, materials, printing processes, production workflow and ink formulation. Since 1998, work as an Adjunct Assistant Professor teaching at New York University, and served as a resident assistant professor in Graphic Communications at Kean University in the early 2000's.

Industry experience includes over fourteen years with X-Rite, Incorporated where positions included serving as Global Sales Training Manager, and over eleven years at Agfa Corporation, working as Technical Manager responsible for a team of field-based Technical Representatives and maintaining all consumable sales in the New York metropolitan region. Areas of specific expertise include color measurement and management, statistical process control, quality management, technical writing, quantitative research design and analysis.

Frequent speaker at conferences both domestically and abroad, and published widely in academic and industry trade press. Relevant international speaking and training experience includes various industry events and institutions in the People's Republic of China, including the printing programs at major Universities in Beijing, Shanghai, and The Advanced Printing Technology Centre Ltd (APTEC) in Hong Kong. Sold and implemented color measurement solutions programs to brand managers at major consumer packaging organizations. Wrote technical specification manuals, prepared and presented color quality control programs to major international brand owners and packaging vendors, and oversaw adoption of brand color management initiatives.

EDUCATION

Doctor of Philosophy May 2004	New York University Steinhardt School of Culture, Education and Human Development Dissertation Title: <i>Moving Beyond Computer-Based Information Technology: A Comparison of the Technology Acceptance Model with The Theory of Reasoned Action and the Theory of Planned Behavior in an Industry Specifications Context</i> Using a sample consisting of intended adopters of a particular printing industry specification, specifically the Flexographic Image Reproduction Specifications and Tolerances (FIRST), this study evaluated three theories from the realm of social psychology: the theory of reasoned action, the theory of planned behavior and the technology acceptance model. Using an extensive cross-sectional survey methodology, the research utilized behavioral intention to adopt FIRST as a criterion variable. The study examined the appropriateness of the respective models in this particular research context by determining the degree of variance each predictor variable explained.	New York, NY
Master of Arts August 1991	New York University Steinhardt School of Culture, Education and Human Development Administration and Management of Technology and Industry Programs, the Center for Graphic Communications Management and Technology	New York, NY
Bachelor of Fine Arts August 1985	Montclair State University Concentration in Fine Arts Photography with major courses in Printmaking	Upper Montclair, NJ
Associate Degree June 1982	Antonelli Institute of Art and Photography Associate Degree in Specialized Technology: Photography	King of Prussia, PA

PROFESSIONAL EXPERIENCE - TEACHING

September 2011 to Present	Assistant Professor Rochester Institute of Technology (RIT) College of Imaging Arts and Sciences, School of Media Sciences Core responsibilities include teach and develop graduate and undergraduate courses in The School of Media Sciences, serve the Institute, College and School as well as industry, and maintain a relevant research agenda.	Rochester, NY
	<p>The School of Media Sciences is the current incarnation of the former School of Print Media at RIT, and is built on a legacy of over 75 years of excellence in what is widely recognized as the premier graphic technology and communications program in North America. The current curriculum incorporates conventional print and publishing with cross-media technologies.</p>	
	<p>Duties include update and refresh existing courses, with the goal of increasing student engagement through expanded immersive content in the laboratory, classroom and field. Relevance of existing courses is further enhanced by actively incorporating elements of asynchronous learning utilizing emerging information technologies, as well as ensuring that materials, including the equipment and software utilized, are current and germane to what is used in the profession. Courses in Materials and Processes, Tone and Color, Digital Printing, and Color Management are representative of those renewed and are increasingly selected by both majors and non-majors due to the approaches in course implementation and relevance to industry.</p>	
	<p>In addition to pedagogical duties, other responsibilities include maintaining an active research agenda as well as service to the Institute and the profession. Research agenda includes an ongoing submission of current research to relevant journals and associations for publishing and presentation at academic conferences, as well as extensive graduate thesis advisement and direction. Service to the Institute includes committee leadership and participation. Service to the profession is manifest by leadership and membership in relevant industry associations, service to industry groups, as well as respective submission of research and other written works.</p>	
September 1998 to Present	Adjunct Assistant Professor New York University School of Professional Studies - Master's Degree in Graphic Communications Management and Technology Teach graduate courses in the areas of color reproduction, quality control and research. Develop and implement synchronous, on-line graduate research course in Fall, 2012, which has been taught through Summer, 2016. Serve as capstone advisor.	New York, NY
September 2000 to May 2004	Assistant Professor Kean University School of Visual and Performing Arts – The Department of Design Taught graduate and undergraduate courses in all management aspects of graphic communications, as well as technical courses in color measurement and management, desktop publishing and both black-and-white and color photography. Served as undergraduate program coordinator. Advised and placed students in relevant industry jobs while recruiting graduate and undergraduate students.	Union Township, NJ

PROFESSIONAL EXPERIENCE - INDUSTRY

- September 2011 to Present** **Independent Color Measurement / Quality Control Consultant**
Provide training and consulting services to industry. Responsibilities include implementation and training on color measurement, ink formulation, and quality control analysis systems, as well as technical writing. Clients include Techkon USA (Danvers, MA), Crown Equipment (New Bremen, OH), Brook and Whittle (Amherst, NY), MacArthur Corporation (Grand Blanc, MI), Menasha Corporation (Philadelphia, PA), Yerecic Label (New Kensington, PA), Christmas City Printing (Bethlehem, PA), VALID USA (South Plainfield, NJ) and X-Rite, Incorporated (Kentwood, MI).
- August 2006 to August 2011** **Account Manager** Kentwood (Grand Rapids), MI
X-Rite, Incorporated
Sales territory manager for key accounts and distribution channels, responsible for sales of X-Rite imaging and media solutions in the mid-Atlantic and Ohio valley territories. Developed distribution channels and major customers for densitometric and spectrophotometric color measurement solutions including ICC profile based color management, prepress and pressroom quality assurance, ink formulation, and printing process control. Worked with all aspects of print production, including heatset and non-heatset publication printing, screen printing, commercial and folding carton sheetfed lithographic printing, flexographic printers, advertising agencies, gravure printers, commercial web offset printers and trade shops.
- May 2004 to August 2006** **Global Sales Training Manager / Account Manager** Kentwood (Grand Rapids), MI
X-Rite, Incorporated
Worked in dual role as Global Sales Training Manager and Account Manager. Developed and implemented technical sales training curricula for digital imaging, color management and color measurement and subsequently presented training seminars both domestically and to Asian sales force in China, Japan, and Singapore. Also maintained mid-Atlantic territory for imaging and media products with an annual sales quota of over two million dollars. Named "Salesperson of the Year" for outstanding sales achievement.
- February 1997 to September 2000** **Corporate Accounts Manager** Kentwood (Grand Rapids), MI
X-Rite, Incorporated
Worked with major international consumer packaging companies to develop spectrally based color control programs. Wrote technical specification manuals, prepared and presented the program to various packaging vendors, and oversaw program adoption. Also served as a Sales Representative during this period. Named "Sales Person of the Year" in 1998 for outstanding sales achievement.
- November 1985 to January 1997** **New York Metropolitan Regional Technical Manager** Elmwood Park, NJ
Agfa Corporation
Oversaw team of Technical Representatives charged with maintaining consumable customer base, including lithographic plates and contract color proofing systems, at major trade shops, commercial printers, newspapers, advertising agencies and packaging printers. Administered and managed dealer sales channel. Other titles held during this period include Account Manager, Sales Representative, and Senior Laboratory Technician. Named to "President's Club" for outstanding sales achievement.

SELECTED PUBLICATIONS

- Refereed Article** International Circle of Educational Institutes for Graphic Arts Technology
In-Press *International Circular of Graphic Education and Research*
“Colorimetric Variables Utilized by U.S. Ink Companies”
- Conference Proceedings** *Technical Association of the Graphic Arts (TAGA)* Printing Industries of America
In-Press “Metrology for 3D Printing: Assessing Methods for the Evaluation of 3D Printing
Products” (with Dr. Shu Chang)
- Conference Proceedings** *Technical Association of the Graphic Arts (TAGA)* Printing Industries of America
2015 “An Analysis of M0 and M1 Measurement Conditions” (with Rachel Silvestrini)
- Refereed Article** *Visual Communications Journal* Graphic Communications Education Association
Fall 2014 “An Application of the Technology Acceptance Model to Intended Adoption of Digital
Printing Technology in the Label Industry” (with Trevor Schroeder)
- Conference Proceedings** *Technical Association of the Graphic Arts (TAGA)* Printing Industries of America
2014 “An Analysis of Instrument Measurement Conditions with Various Substrates”
- Edited Article** *The Magazine* Printing Industries of America
July 2014 “Exploring the Value of Contract Proofs”
- Refereed Article** *Visual Communications Journal* Graphic Communications Education Association
Spring 2014 “The Usage of Virtual Printing Technologies for Contract Proofs in Commercial Printing
Organizations”
- Extensive Interview** *Quick Printing* Cygnus Business Media
November 2014 “Does Offset Printing Have a Future” by Jeffrey Steele
- Conference Proceedings** *Technical Association of the Graphic Arts (TAGA)* Printing Industries of America
2013 “An Analysis of Illuminant Metamerism for Lithographic Substrates and Tone
Reproduction”
- Refereed Article** *Visual Communications Journal* Graphic Communications Education Association
Fall 2013 “Adoption of Technologies for Contract Color Proofing in Commercial Printers”
- Refereed Article** *Visual Communications Journal* Graphic Communications Education Association
Fall 2012 “An Analysis of Illuminant Metamerism for Contract Proofs”
- Edited Article** *GATF World 2006 Technical Forecast* Printing Industries of America
February 2006 “Color Control Programs, Spectrophotometric Inter-Instrument Agreement”
- Column in Trade Press** *Printing News* Cygnus Business Media
January 2002 to
December 2006 Wrote regular column entitled “It’s Academic,” the purpose of which was to provide
the industry perspectives on issues regarding graphic arts education. Common themes
included the attraction of young people to the industry and encouraging cooperation
between industry and education. The *Printing News* was the only newsweekly serving the
graphic communications industry at that time.

SELECTED PAPERS PRESENTED

- March 2016** **Technical Association of the Graphic Arts (TAGA)** Memphis, TN
Printing Industries of America
“Metrology for 3D Printing: Assessing Methods for the Evaluation of 3D Printing Products”
(with Dr. Shu Chang)
- Spring 2016** **Research, Scholarship and Creativity Exhibition and Colloquia** Rochester, NY
Rochester Institute of Technology, College of Imaging Arts and Sciences
“Metrology for 3D Printing: Assessing Methods for the Evaluation of 3D Printing Products”
- July 2015** **International Conference for** San Luis Obispo, CA
Graphic Communications Educators
“Quantitative Color Difference”
- March 2015** **Technical Association of the Graphic Arts (TAGA)** Albuquerque, NM
“An Analysis of M0 and M1 Measurement Conditions” (with Rachel Silvestrini)
- March 2014** **Technical Association of the Graphic Arts (TAGA)** Fort Worth, TX
“An Analysis of Instrument Measurement Conditions with Various Substrates”
- Spring 2014** **Research, Scholarship and Creativity Exhibition and Colloquia** Rochester, NY
Rochester Institute of Technology, College of Imaging Arts and Sciences
“Instrument Measurement Conditions on Various Substrates”
- October 2014** **Cross-Media Innovation Center (CMIC) Summit** Rochester, NY
Rochester Institute of Technology, School of Media Sciences
“Gray Balance as Calibration Aims versus Gray Balance as Process Control Parameter”
(with Robert Chung)
- February 2013** **Technical Association of the Graphic Arts (TAGA)** Portland, OR
Printing Industries of America
“An Analysis of Illuminant Metamerism for Lithographic Substrates and Tone Reproduction”
- October 2013** **Cross-Media Innovation Center (CMIC) Summit** Rochester, NY
Rochester Institute of Technology, School of Media Sciences
“Adoption of Technologies for Contract Color Proofing in Commercial Printers: A 2013 Analysis”
- October 2012** **Cross-Media Innovation Center (CMIC) Summit** Rochester, NY
Rochester Institute of Technology, School of Media Sciences
“Metamerism Index: Improving Quality and Driving Variance Out of Color Critical Workflows”
- April 2007** **New York University / California Polytechnic State University** New York, NY
Virtual Proofing Symposia
“Management Issues Involving the Adoption of Virtual Proofing”
- July 2005** **Shenzen Printing Association** Shenzen, PRC
“Color Management Advancements”
- May 2004** **Beijing International Printing Technology Exhibition** Beijing, PRC
“Color Management Implementation and Emerging Technologies”

SERVICE

Spring 2015 to Present	Member, Board of Directors Technical Association of the Graphic Arts (TAGA) Printing Industries of America	New Kensington, PA
May 2014 to Present	Faculty Advisor Rochester Institute of Technology, Technical Association of the Graphic Arts (TAGA) Student Chapter	Rochester, NY
Fall 2014	Journal Peer Reviewer <i>Color Research and Application</i> Wiley, published on behalf of Inter Society Color Council	Frederick, MD
Spring 2012 to Present	Member, College Strategic Plan Steering Committee Rochester Institute of Technology, College of Imaging Arts and Sciences	Rochester, NY
Spring 2012 to Present	Chair, Scholarship Creativity and Research College Strategic Plan Committee Rochester Institute of Technology, College of Imaging Arts and Sciences	Rochester, NY
Spring 2012 to Present	Member, Global Engagement College Strategic Plan Committee Rochester Institute of Technology, College of Imaging Arts and Sciences	Rochester, NY
Fall 2011 to Present	Member, School of Media Sciences Committees Actively serve on School Curricula, Strategy and Recruitment, and Facilities Committees	Rochester, NY

HONORS AND AWARDS

Spring 2016	Nominee, Richard and Virginia Eisenhart Provost's Award for Excellence in Teaching Rochester Institute of Technology	Rochester, NY
May 2014	Keynote Speaker, Gamma Epsilon Tau Awards Banquet Rochester Institute of Technology, Collegiate Honors Fraternity for Graphic Artists	Rochester, NY
Spring 2013	Nominee, Richard and Virginia Eisenhart Provost's Award for Excellence in Teaching Rochester Institute of Technology	Rochester, NY
Spring 2008	Recipient, Award for Excellence in Teaching New York University	New York, NY
Spring 2004	Recipient, 19th Annual Student Prism Award New York University	New York, NY
2003 and 1998	Recipient, Imaging and Media Salesperson of the Year X-Rite, Incorporated	Kentwood (Grand Rapids), MI

CERTIFICATIONS

August 2015	Certified Six-Sigma Yellow Belt Rochester Institute of Technology, Center for Quality and Applied Statistics	Rochester, NY
August 2014	Certified Color Management Master Professional IDEAlliance	Alexandria, VA