

Drummond Press Appoints Preston Herrin to Chief Commercial Officer

Proven Industry Executive Will Play Essential Role in Strategic Growth and Business Development

Jacksonville, Florida ([PRWEB](#)) May 30, 2017 -- Drummond, a print and digital communication services company that delivers consistent and cost effective brand representation for the retail, manufacturing, and distribution sectors, announced today that it has named Preston Herrin as Chief Commercial Officer. Mr. Herrin has over 27 years of sales and sales management success, supported by broad experience in organizational leadership, strategic planning and acquisitions, e-business marketplace and SaaS technologies, marketing, budgeting, and P&L management.

“We are very excited to have Preston Herrin lead all aspects of our revenue performance,” said John Falconetti, Drummond’s Chairman and Chief Executive Officer. “As we continue to drive growth for the organization, both organically and through acquisitions, the background and experience that Preston brings to the company will absolutely accelerate our performance.”

Mr. Herrin has led transformational growth at some of the industry’s most recognizable brands, most recently serving as the Vice President, Sales and Marketing at 4over, Inc., where he delivered strong double-digit growth each year during his four-year tenure with the organization. In addition to leading organic growth, Herrin was also key to the integration of several successful acquisitions. Prior to joining 4over, Herrin spent more than 20 years with The Standard Register Company. While there, he was recognized with numerous sales and management awards.

“I am thrilled to join the Drummond team at such an exciting time. The investments the company has made in people, technology, sales methodology, marketing, and lean six sigma have already begun to pay off.” said Herrin, adding “Drummond is a company on the move! I look forward to the teamwork ahead and the opportunity to build on a foundation of customer and organizational excellence.”

Mr. Herrin earned a Bachelor of Science in Marketing Management from Bob Jones University. He and his wife Karen will relocate to Atlanta, where he will work from the Drummond, Atlanta facility.

About Drummond

Drummond is a third-generation communication services firm providing both printed and digital brand management solutions for the retail, manufacturing, distribution, and education markets. The company has operations centers in Jacksonville, FL and Atlanta, GA, while serving customers with locations across the United States and Canada. Drummond specializes in delivering branded materials and digital assets throughout widely distributed locations. For more information, visit: <http://www.drummondpress.com>.



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