



## **DiMarco Group welcomes Schiller as director of marketing**

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Rochester, NY According to the DiMarco Group, Paul Schiller has joined as director of marketing. He brings to the position more than 30 years of experience in marketing.

In his new role, Schiller will manage key initiatives to create awareness, customer engagement and thought leadership in new and existing markets for DiMarco Group and its vertically aligned operating companies. He will be responsible for campaigns that include traditional and digital marketing, advertising and public relations, trade shows and conferences, social media, web presence and sales tool development.

Schiller has extensive experience in marketing, spending his 30-year career in various industries, including software, manufacturing, medical, creative agencies, commercial print and cloud-based services. Most recently, he spent over three years in various senior product marketing roles including Pikel, a video-delivery solutions company based in New York City. Prior, Schiller spent time with Kodak ('08 – '14) and DiMarco Group ('03 – '08).

“We’re thrilled to welcome Paul back to the DiMarco Group team,” said Joel DiMarco, executive vice president. “Paul’s combination of marketing knowledge and background in our industry is exactly what we were looking for to lead our strategic marketing programs. We’re looking forward to seeing how Paul pushes the envelope and continues to drive our company’s growth.”

Schiller earned his bachelor’s degree in printing and imaging sciences from Rochester Institute of Technology and attended the executive marketing management program at Columbia University’s Graduate School of Business.

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