

Digital Innovator and UPS CMO Kevin Warren To Be Keynote Speaker for January EFI Connect Conference



FREMONT, Calif., Sept. 13, 2021 – The January 17-21, 2022 EFI™ Connect users conference from print and packaging technology developer Electronics For Imaging, Inc. will deliver an even stronger emphasis on digital innovation and data-driven insights with a Fortune 500 marketing leader, UPS® Executive Vice President and Chief Marketing Officer Kevin Warren. His January 18 fireside chat keynote session at the Las Vegas event will explore the evolution of digital and e-commerce, with an in-depth perspective of digital's impact on business now and into the future.

“Kevin is one of the brightest minds in marketing, and has invaluable insights into the challenges virtually all EFI customers have in terms of creating demand, achieving excellence and driving growth, even in very challenging times,” said EFI Chairman and CEO Jeff Jacobson. “This will undoubtedly be one of the most engaging, informative fireside chat keynotes in the 21-year history of the EFI Connect conference.”

In his role with UPS, Warren is responsible for U.S. and International Marketing, The UPS Store, Digital Infrastructure Analytics, Revenue Management, Business Planning & Forecasting, Customer Loyalty Management, Digital Marketing, Customer Experience, Brand Relevancy, Customer Communications, and the company's Ware2Go subsidiary. His highly developed perspective on data-centric business and non-traditional engagement channels is driving change at UPS and setting new standards in digitally enabled customer experience.

Prior to joining UPS, he served as executive vice president and chief commercial officer for Xerox® Corp. and as Xerox's president of Global Growth Opportunities, responsible for accelerating revenue growth outside the United States. In addition, Warren, who first joined Xerox in 1984 as a sales trainee in his native Washington, D.C., also led Xerox's 3-D printing operations and had strategic oversight for Xerox Global Imaging Systems and Xerox Canada during his career with the company.

Warren received his Bachelor of Science in finance from Georgetown University and is an alumnus of the Harvard Business School, having completed Harvard's Advanced Management Program.

“Now more than ever, simple and useful digital experiences are the key to driving business success,” said Warren. “UPS's goal is to provide the best digital

experience powered by our global smart logistics network, and I'm looking forward to sharing our progress and lessons learned on stage at EFI Connect."

Next January's event will bring hundreds of print professionals to the Wynn Las Vegas Resort for in-depth, informative training and education on key printing and packaging management and technology challenges. The conference – one of the longest-running and most important user conferences in the printing industry – is an ideal venue for open dialogue and idea exchange, giving EFI customers a valuable opportunity to participate in educational sessions, receive hands-on experience, discuss industry trends, network with peers, voice their opinions, and learn from others.

Connect gives EFI customers the opportunity to gain vital insights on important business management trends. Attendees can also learn the best ways to use EFI's portfolio of [production and industrial inkjet](#), [integrated MIS/ERP workflow](#) and [Fiery®](#) digital front end print server products. Plus, EFI customers can provide in-person feedback to senior EFI executive and technical development staff. For more information about EFI Connect 2022, and to register for the event, visit www.efi.com/connect.

About EFI

EFI™ is a global technology company, based in Silicon Valley, and is leading the worldwide transformation from analog to digital imaging. We are passionate about fueling customer success with products that increase competitiveness and boost productivity. To do that, we develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, building materials, and personalized documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process. (www.efi.com)

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