

Mark R. Bishop

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P e r s o n a l P r o f i l e



With over ten years of experience in product development and marketing, Mark Bishop combines a business and engineering background perfectly suited for high technology markets. Mark has been the Chief Technology Officer for Florical Systems and has served as Vice President of Sales and Marketing for Graphx, Inc.

As CTO of Florical Systems, Mark extended the company's technical lead in television automation systems through product improvements and new product development. He formalized the design process with defined product requirement specifications and improved market presence with focused marketing and expanded corporate public relations. Mark was also instrumental in deploying a customer relationship management system for improved customer service.

Before joining Florical, Mark was Vice President of worldwide sales and marketing for Graphx, a firm specializing in print imaging software for digital color printers. With Graphx, he transformed the company's market position through sound product marketing, strategic product acquisitions and twelve new product introductions. Mark also secured several significant new OEM contracts and more than doubled total sales for the company.

Mark graduated from Purdue University with honors in computer and electrical engineering. He worked for over six years in all aspects of software and hardware development including chip and board level design, real time control systems and system integration. Mark combined his strong technical background with a Master of Business Administration degree from the University of Florida where he graduated at the top of his class. As a distinguished graduate student, he specialized in product marketing to further understand how successful new products are defined and introduced into the marketplace.

With a proven track record in high technology products, Mark intends to continue his career in product marketing and business management. In his spare time, Mark enjoys participating in sports including kiteboarding, windsurfing, and snowboarding. He also enjoys family life with his two daughters Lauren and Alexandra.