

## SPOKESPERSON BIOGRAPHY

### **Roland Stasiczek, Senior Director of Business Development & Marketing, Digital Packaging Print, Canon Production Printing**

Roland Stasiczek is responsible for Business Development and Marketing for the Packaging Sector at Canon Production Printing, Canon's innovation centre for high-performance digital presses and workflow software for commercial and packaging print markets.

Roland has close to 30 years of international experience in strategy, product management and business development in commercial and packaging printing markets. He held various senior positions at global and regional headquarters, as well as within national sales organisations. His extensive marketing and business development career, including a 3-year tenure at Canon USA, has covered multiple product launches and market expansion initiatives.

In 2018, Roland immersed himself in the digital label market and took on responsibility for product line management of digital label presses. Since January 2024 his remit extends to all areas of digital packaging, including corrugated and folding carton.

He is part of a team committed to realising Canon's strategic ambition to become a leading provider of digital packaging and label production technologies, leveraging its inkjet excellence and experience of implementing industrial manufacturing solutions.

Roland holds an engineering degree in Printing Technology from the University of Applied Sciences in Munich. He has a post-graduate marketing qualification from the Bavarian Academy of Advertising and Marketing and holds an MBA from the University of Applied Sciences, Landshut, Germany.

LinkedIn: <https://www.linkedin.com/in/roland-stasiczek-95aa2211/>

