

Regina R. Testa

**Vice President
Graphic Communication Industry Business
Global Business Group
Xerox Corporation**



Regina (Gina) R. Testa is vice president, Graphic Communications Industry Business for the Xerox Global Business Group. She was appointed to this position in January 2009. Testa brings to her position more than 25 years of executive experience in financial, operational, product delivery and marketing roles.

Testa is responsible for helping Xerox graphic communications industry customers around the world profit and grow with digital print, which is transforming traditional commercial printing to “The New Business of Printing®.” Testa leads a team of industry experts focused on serving the major segments of the graphic communications industry: commercial printing, packaging, quick and franchise printing, book publishing, photo specialty products, transaction printing, direct mail, pre-media and creative services. She also leads the team that creates and delivers Xerox’s industry-leading portfolio of customer business development tools and services, the Xerox ProfitAccelerator™ Digital Business Resources including training and professional services. Testa also manages the Fujifilm global reseller relationship.

Prior to her current position, Testa was vice president, Channel and Customer Business Development, Xerox Production Systems Group. In this role, Testa created and launched the Xerox ProfitAccelerator™ program; launched the business development training and professional services strategy; and managed the Fujifilm global reseller relationship globally.

Earlier, Testa was vice president and general manager of quick and franchise print segment for the Xerox Worldwide Graphic Communications Industry Business. In this position, she created and executed segment specific programs around business strategy, strategic account management, and marketing and communications.

Prior to joining the Xerox Graphic Communications Industry Business, Testa was vice president of marketing for the Color Solutions Business Unit in the Xerox Office Document Products Group. There she led the distribution and marketing of Xerox digital color products in graphic communications and enterprise establishments. Testa’s team was responsible for the successful launches of the Xerox DocuColor 12 color printer which broke all previous revenue performance records for Xerox color products.

Before joining the Xerox Office Document Products Group, she was general manager, Color Services Business, Xerox Business Services. During her tenure there, Xerox Business Services experienced ten-fold revenue growth in color services worldwide.

In addition, Testa has long been active in both community and industry organizations. She currently is chair of the marketing committee of The Print Council and serves on its executive leadership committee. Launched in 2003, The Print Council serves the industry to develop, maintain and increase the market for printed materials. In 2009, Testa was appointed and serves as a director on the boards of the National Association of Print Leadership (NAPL); The Printing Industries of America (PIA) and the National Printing Equipment Suppliers (NPES) organizations.

Testa also serves as a member of the board of the Advertising Council of Rochester, made up of local marketing services companies and experts who provide professional marketing support to non-profit organizations that address community needs.

During her career, Testa has been recognized with numerous awards. Most recently in 2010, Testa was honored as an OutputLinks Woman of Distinction. The program honors women in the global print, document and high volume transaction output industries. In 2007, she received the Positive Difference Award from the Xerox Women's Alliance for her sustained leadership role in expanding opportunities for women by serving as a role model and mentor. In 1993, she received the prestigious Xerox President's Award and the Joseph C. Wilson President's Award from the Xerox Production Systems Group. Both awards recognized her outstanding contributions to Xerox worldwide color marketing.

Testa holds a bachelor's degree from Colgate University and masters of business administration degree from the Rochester Institute of Technology.