

FOR IMMEDIATE RELEASE

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## **Evan Gall Promoted to Vice President of Sales at Proforma**

*Proforma Elevates Sales Leadership with a 16-Year Industry Veteran's Appointment*



TAMPA, Fla. (Aug. 29, 2023) – Proforma, the \$600 million technology and business success leader, proudly announces the promotion of Evan Gall to the position of Vice President of Sales. With an extensive career spanning 16 years in the industry, Evan has consistently showcased his exceptional leadership, strategic insight, and unwavering dedication to driving results.

Gall joined Proforma in 2021 and quickly emerged as a dynamic force within the organization. His rapid rise within the company is a testament to his profound understanding of the industry landscape, coupled with his relentless pursuit of excellence. Throughout his

tenure, Gall's contributions have consistently aligned with Proforma's commitment to innovation and delivering top-notch solutions to Proforma's Distributor Owners.

"I'm excited to continue supporting our Distributor Owners and empower them to be successful," said Evan Gall, Vice President of Sales. "The addition of our Success Coaching program in 2021 has been instrumental in propelling the Proforma Distributor Owners from a sales and operational perspective – and we have big plans for the future."

In his new role as Vice President of Sales, Gall will leverage his wealth of experience to steer Proforma's sales strategies, cultivate valuable client relationships, and foster growth opportunities for the organization and its Distributor Owners. His vision for driving sales excellence aligns seamlessly with Proforma's mission of empowering entrepreneurs to achieve remarkable success.

"Evan's promotion to Vice President of Sales reflects his distinguished performance and our confidence in his ability to lead, inspire, and elevate our sales efforts," explained Greg Armstrong, Chief Sales Officer. "His deep industry knowledge, combined with his proven leadership skills, will undoubtedly contribute to our continued growth and success."

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## **About Proforma**

With more than 45 years of experience, Proforma is the \$600 million technology and business success leader in the printing, promotional products, and packaging industry. Proforma's investment of more than \$25 million in technology maximizes its success in the marketplace. Proforma's record-breaking achievements include more than 80 of its Members being recognized on Inc. Magazine's list of the 5,000 fastest-growing companies over the past four years and more than 300 Members in its Million and Multi-Million Dollar Club earning annual sales ranging from \$1 million to nearly \$50 million.

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