

# Chris Vreeland — Print Business Expert based in Austin, Texas

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A dynamic and results-driven professional with over 35 years of expertise spanning screen printing, technical systems, and operational leadership. I am renowned for pioneering innovative printing techniques, optimizing workflows, and driving exceptional quality and efficiency. I am a proven leader in transforming businesses through strategic process improvement, cutting-edge technology integration, and team development. My deep technical expertise, award-winning production methods, and passion for helping others succeed consistently delivers unparalleled value and empowers organizations to achieve their highest potential.

## Core Skills Summary

### Problem Solving & Process Improvement:

- **Project and Systems Analysis:** Planning, troubleshooting, and systems integration.
- **Change Management:** Implementation of advanced organizational and operational strategies for process improvement and workflow optimization.
- **Optimization:** Expert in refining workflows and improving efficiency using Lean manufacturing principles.
- **Developing and Evaluating Methods:** Skilled in designing and testing processes that enhance quality, speed, and consistency.
- **Project Management Methods:** Versed in Toyota Production System, including offshoots like Paul Akers 2-Second Lean.

### Communication & Team Leadership:

- **Crisis Management and Delegation:** Calm and effective under pressure, with a proven ability to triage tasks and delegate responsibilities.
- **Spanish Proficiency:** Skilled in conversational Spanish, enabling effective bilingual communication and collaboration.
- **Other skills:** Client relationship management, curriculum development, team training, and public speaking.

### Technical Proficiency:

- **Printing:** Deep expertise in screen printing, color management, and production workflows, ensuring high-quality outputs. Installation, maintenance, and troubleshooting of equipment (specializing in M&R).
- **Macintosh Systems:** Skilled in system maintenance, hardware upgrades, troubleshooting, and end-user optimization.
- **Troubleshooting and Repairs:** Adept at diagnosing and fixing mechanical, electrical, and electronic problems, often creating innovative workarounds when traditional solutions fail.
- **Certifications:** Certified HP Indigo 5000 Operator, Certified Brother DTG Installation and Maintenance, Six Sigma green belt

### Software Proficiency:

- **Advanced:** Adobe Photoshop, Illustrator (focus on color separation), Logic Audio
- **Proficient:** Adobe InDesign, Lightroom, Premiere Pro, Quark, Google Docs, OmniGraffle, Omni Outliner, Suitcase, RIP management, color management, backup and restore tools.
- **Web and Digital Skills:** Website creation and maintenance (WordPress, HTML/CSS). Email, FTP, and domain management.

## Leading Innovation Through Technical Expertise

### Highlights from Work Experience:

- Developed a reliable, detailed, and color-accurate 4-color printing process on fabric in early 1980's.
- Pioneered discharge printing on t-shirts in early 1990's, putting myself ahead of the competition and satisfying numerous clients with an innovative and superior process for printing on dark fabric.
- Won 2 national awards for 4-color process work on t-shirts in the 90's, leading to several new business opportunities.

## Work history and achievements

**General Manager** at Industry Print Shop, August 2024 – January 2025

**Production Manager**, June 2019 – August 2024

- Led a digital transformation of order management and art file systems, including the implementation of automated backup and recovery processes.
- Directed all aspects of operations, including sales coordination, production scheduling, inventory management, and quality control, ensuring seamless workflow across departments.
- Established comprehensive production procedures, enhancing efficiency and reducing errors.
- Reduced overall print reject rates from 2% — already above average — to an exceptional 0.1% through process improvements, targeted training, and quality initiatives.
- Led the transition from manual systems to Shopworks and later Printavo, modernizing business management processes and improving operational visibility.
- Hired, trained, and retained a dedicated team aligned with my four-principle strategy: delivering high-quality products, on time, to happy customers, while maintaining profitability. This resulted in 100% staff retention for over a year.
- Oversaw equipment maintenance and repair, optimizing production uptime and ensuring adherence to maintenance schedules.
- Achieved significant reductions in employee turnover, improved employee retention and fostered a culture of quality, timeliness, and customer satisfaction.

**Production Manager** at Acclaim Screen Printing, May 2016 – June 2019

- Drove 30% year-over-year growth by optimizing workflows and ensuring seamless coordination across sales, art, screen making, and production departments.
- Managed end-to-end production processes, including scheduling, artwork verification, inventory management, and quality control, ensuring timely delivery and client satisfaction.
- Provided detailed price quotes and served as a key client liaison, addressing requests and resolving issues related to orders, deadlines, and logistics.
- Oversaw color separations, ink mixing (including Pantone matching), and press proofs, maintaining strict quality standards throughout production.
- Implemented and maintained production schedules and job tracking systems, improving operational transparency and efficiency.
- Conducted maintenance and repairs to minimize downtime and maintain production continuity.
- Strengthened inventory management practices for consistent availability of printing supplies and materials.
- Enhanced operational efficiency by streamlining production workflows and ensuring effective cross-department collaboration.
- Maintained high-quality standards, fostering strong client relationships and repeat business.

**Assistant Production Manager** at Austin Screen Printing, October 2015 – May 2016

- Had a key role in modernizing production methods, reducing setup times, and improving output quality.
- Led key efficiency and technology upgrades, including modernizing screen stretching and re-tensioning, and implementing an on-press pin registration system (M&R Tri-Loc).
- Directed the installation and rollout of a direct-to-screen imaging system, overseeing setup, maintenance, and staff training to ensure seamless adoption.
- Supported daily operations by assisting the production manager and consulting with ownership on workflow improvements.
- Filled in as press operator and other roles as needed, ensuring production continuity during staffing gaps.

**Director of Screen Printing Operations** at Amplifier, September 2007 – October 2014

- **Director of Screen Printing & Merchandise Production** from 2011 – 2013, where I oversaw the digital printing department, including operation of HP Indigo 5000 hybrid offset press, Brother Direct-to-Garment printing on fabric, dye sublimation printing on promotional items. I also implemented color management and profiling policies to control accuracy.
- Built and scaled the screen printing department from inception to a capacity of 15,000 prints per shift, overseeing all aspects of operations through multiple expansions and high-volume production.
- Designed and optimized workflows, floorplans, and procedures to support rapid growth.
- Advised ownership on major equipment investments and directed installation and integration of technology to meet increasing demand.
- Collaborated with upper management and IT to develop and implement a work order system integrated with existing order management software.
- Hired, trained, and managed all department staff, including seasonal teams for peak production periods.
- Maintained inventory systems and ensured efficient packing, labelling, and stocking for seamless transfer to the shipping department.
- Scaled operations to support significant growth while maintaining efficiency and quality.
- Successfully integrated advanced technology and equipment to meet production demands.

**Owner** at Vreeland Graphics, February 1992 to August 2007

- Oversaw all aspects of business operations, including administration, production, and customer relations, ensuring seamless execution from sales to final delivery.
- Built and led a skilled production team; hiring, training, and managing staff to uphold high standards.
- Directed advanced screen-printing techniques, including 4-color process, simulated process, and discharge printing, earning recognition for exceptional quality.
- Developed and implemented systems for workflow optimization, including organizational controls for art files, ink formulas, and production records.
- Maintained and upgraded technology infrastructure, including Macintosh computers and networks, while training staff on software and systems.
- Conducted equipment maintenance and repair, ensuring operational efficiency and minimizing downtime.
- Fostered strong client relationships through proactive sales, service, and satisfaction initiatives.
- Established award-winning production processes and quality control measures.
- Streamlined operations through innovative systems and procedures.
- Cultivated a reputation for excellence in advanced printing techniques and customer satisfaction.

**Production Manager** at Action Screen Graphics, 1984 —1992

- Managed 8-10 employees, performed quality control tasks, job scheduling and equipment maintenance.
- Managed pre-print line of 25 designs, including wholesale order fulfillment and distribution; manually printed t-shirts and related garments.

Outdoor and Creative Pursuits

- **Music Performance, Recording & Production:** In addition to doing live front-of-house mixing in many nightclubs, I've recorded with Iain Matthews (Pure and Crooked album), Mark Hallman and many others as a session bassist at Mark's Congress House Studio in 80's & 90's. I've also toured the South with Cathy & the Kilowatts (blues) and was the bassist on album Racing Shadows with The Coffee Sergeants. I've engineered, recorded, mixed and performed on over 20 live albums by jazz Trio Carbon 7.

- **Digital and Film Photography:** Proficient in both digital and film photography, 35mm & large format, as well as related tasks like scanning, restoration, and archiving, development and enlargement. Exhibits include the Virtual exhibition at Oakwood cemetery, What An Artist Sees (2023), and a group show curated by Tony Diaz at 1301 Gallery (2024). Member of Eastside Silver Prints darkroom community.
- **Caving and Outdoorsmanship:** Passionate about exploring and engaging with the natural world, including geology, biology, and hydrology. I've spent 25 years as a volunteer with caving organizations, 3 years as Volunteer Editor of the Texas Caver, a 24–28-page newsletter of The Texas Speleological Association Newsletter, and on an interim basis since 1998. I'm a field volunteer with Texas Cave Management Association, Texas Parks and Wildlife, Texas Speleological Survey. Life member of TCMA and the National Speleological Society.
- **Woodworking:** Experienced in crafting, repairing, and customizing wooden structures and tools.

Further detail and references available upon request.



2025-01-22

To Whom It May Concern,

Chris worked directly for me for over 7 years, creating and running Amplifier's Screen Print Department, ending in 2014 when he moved to a larger Screen Print operation. He continues to periodically consult for Amplifier, helping me think through production and logistics issues.

When Chris started at Amplifier, he was already an expert in Screen Print production as a stand-alone business. He very quickly learned and led the way in integrating Screen Print production lines into Amplifier's overall Logistics business. This included him learning and adapting to our existing logistics tech stack, as well as teaching the organization how a manufacturing line is different from a logistics line.

He was willing to learn from us in the Logistics areas and was a patient trainer to us in the Manufacturing areas. He very quickly became Amplifier's go-to person for developing new products and processes, helping Amplifier increase market-share in the 3PL space.

Working at Amplifier required a high degree of flexibility and reliability. Some days were 100% Manufacturing, other days were 100% Logistics. Chris always pivoted to what Amplifier needed for the season, whether that was running multiple Manufacturing shifts or helping Logistics to pick orders.

By the time he left Amplifier, Chris' abilities were no longer just "Screen Print Director" but "Operations Director" and I was happy to have him run any area in the Operation.

I am always willing to take a call to talk about how good Chris is.

Sincerely,

A handwritten signature in black ink that reads 'Macon Stokes'. The signature is written in a cursive, flowing style.

Macon Stokes

CEO

Amplifier

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