

# Dealer Division Organization Announcement

1 message

RAC Dealer Division <RACDealerDivision@ricoh-usa.com>  
Reply-To: RACDealerDivision@ricoh-usa.com

Mon, Jan 21, 2013 at 1:04 PM

Dear RFG Dealer Principal:

The dealer business is an extremely important part of Ricoh's growth strategy. With a nearly double digit increase in our dealer equipment revenue in FY2012, we want to maintain the positive momentum of your efforts. To better support your growth initiatives in this dynamic business environment, I am extremely pleased to announce enhancements to our dealer division organization.

Effective February 1, 2013, we will organize our dealer organization under a new, **four Region** structure, led by Region Vice Presidents (RVPs). This new structure is designed to maintain the same number of dealer facing representatives, while changing our management structure to provide you with quicker decisions, thus making Ricoh easier to do business with. It will also allow my leadership team to become more involved in day-to-day dealer activities, and leverage increased dealer marketing support and Services resources. Our Region structure will be led by:

- Vince Roma - Northeast Region
- Mark Conant - South Region
- Tim Welter - Midwest Region
- John Stewart - West Region\

We have also created three new Region Business Director positions and am pleased to share that Kevin Doyle, Dru Baker and Andy Rodgers will assume these important roles. Managing numerous dealer-facing initiatives, the Region Business Directors will work closely with the RVP and be accountable for consumables and printer sales, as well as other impactful business situations like the management of our sales channels and ChaMPS.

Additionally, to support the dealers in their services-led transformation, I am **expanding our production and solutions support** and aligning these areas under a production and solutions leader. Working in tandem with our Region teams, this position will ensure the focused knowledge, expertise and effectiveness of our production and solutions support teams to support your selling needs.

As a result of these changes, you should expect:

- A faster, more nimble structure
- Increased production resources
- Increased solutions support
- A significant increase in corporate support
- Stability for our dealers
- More VALUE to impact the dealer's business

These changes represent another example of our commitment to be easier to do business with and to be the #1 Dealer Manufacturer in the industry. As we move toward FY2013 in April, we will also be announcing several new marketing tools and programs, services resources, training opportunities and systems enhancements. While with our dealer structure changes, most of your Ricoh business relationships remain the same, you will be contacted by your Region team to review these exciting changes and your expanded support.

Thank you for your business commitment and have a great year in 2013!