

Donald W. McCreadie, President & CEO

Donald W. McCreadie has spent nearly forty years honing his extensive professional sales and management expertise and is widely recognized as the leading expert in the field of Sales Activity Management. He completed his undergraduate studies in Marketing at the University of Baltimore in 1968, and went on to earn an Executive MBA degree from Loyola College of Maryland in 1979.

Mr. McCreadie spent seven years with Xerox Corporation where he began as a sales representative and, after a series of rapid promotions, was ultimately elevated to the level of District Manager of the Xerox Office System Division. While at Xerox, Mr. McCreadie won 86 awards for sales and management excellence, including Xerox Salesman of the Year and Xerox Sales Manager of the Year. He was a frequent speaker and guest instructor at Xerox's International Center for Sales & Management Development.

Mr. McCreadie later joined NBI as manager of their Baltimore office. He led the Baltimore team to become the top producing office out of 40 branches nationwide. During his tenure with NBI, he was honored as NBI's National Manager of the Year for two consecutive years.

In addition, Mr. McCreadie was twice named the recipient of the Sales & Marketing Executives International (SMEI) Association's Salesman of the Year Award.

Recruited by Royal Business Machines in 1982 as their National Sales Manager for the Data Processing Division, Mr. McCreadie managed 320 field representatives, including five regional managers and 30 branch managers. He was one of the key factors in turning around a division, which had never before been profitable.

Mr. McCreadie is honorably discharged from the U.S. Army Special Forces after serving ten years in both active and reserve capacities. He is a life member of the Special Forces Association.

Mr. McCreadie lives in Ruxton, Maryland with his wife of 36 years.