



WAYNE PETERSON

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Wayne Peterson is a life-long printer, and a principal with the Black Canyon Consulting Group, through which he accepts assignments as a fractional executive. His current assignment is with the Lane Press in Burlington, Vermont, where he serves as EVP/COO. Wayne is co-author of *UnSquaring the Wheel* with Dr. Joe Webb of *Strategies for Management /What They Think*, and Professor Chris Bondy, of RIT. Wayne is also a co-founder and director of UnSquaring, a non-profit educational enterprise focused on executive development. Wayne's expertise is customer-

facing, focusing on competitive strategy, business models, branding, selling, business development, and the customer experience.

