

Bruce Leigh Myers, Ph.D.

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C U R R I C U L U M V I T A E

Earned a Doctorate from the Steinhardt School of Culture, Education, and Human Development at New York University, complemented by extensive industry experience as an educator, global sales training manager, supervisor, administrator, and top-performing sales professional. Currently serve as a tenured Associate Professor and Graduate Academic Program Director in the Department of Packaging and Graphic Media Science within the College of Engineering Technology at Rochester Institute of Technology (RIT). Responsibilities include teaching graduate and undergraduate courses, overseeing curriculum development and implementation, managing student admissions, and leading recruitment efforts.

Also a longtime Adjunct Assistant Professor at New York University, with a sustained commitment to academic excellence and student mentorship.

Industry experience includes 14 years at X-Rite, Incorporated, where roles included Global Sales Training Manager, and 11 years at Agfa Corporation as Technical Manager in the Graphic Systems Division. Areas of expertise include color measurement and management, statistical process control, quality management, technical writing, and quantitative research design and analysis.

A frequent speaker at domestic and international conferences, with published work in both academic journals and industry trade publications. International experience includes delivering training and presentations at major universities in Beijing and Shanghai, as well as at the Advanced Printing Technology Centre Ltd (APTEC) in Hong Kong. Successfully sold and implemented color measurement solutions for brand managers at leading consumer packaging companies, authored technical specification manuals, and led the adoption of brand color management programs across global packaging supply chains.

EDUCATION

Doctor of Philosophy May 2004	New York University Steinhardt School of Culture, Education, and Human Development	New York, NY
Dissertation Title: <i>Moving Beyond Computer-Based Information Technology: A Comparison of the Technology Acceptance Model with The Theory of Reasoned Action and the Theory of Planned Behavior in an Industry Specifications Context</i>		
	Using a sample consisting of intended adopters of a printing industry specification, Flexographic Image Reproduction Specifications and Tolerances (FIRST), this study evaluated three theories from the realm of social psychology: the theory of reasoned action, the theory of planned behavior, and the technology acceptance model. The research utilized an extensive two-step cross-sectional survey methodology and examined behavioral intention to adopt FIRST as a criterion variable. The study examined the appropriateness of the respective models in this particular research context by determining the degree of variance each predictor variable explained.	
Master of Arts August 1991	New York University Steinhardt School of Culture, Education, and Human Development	New York, NY
Administration and Management of Technology and Industry Programs, the Center for Graphic Communications Management and Technology		
Bachelor of Fine Arts August 1985	Montclair State University Concentration in Fine Arts Photography with major courses in Printmaking	Upper Montclair, NJ

PROFESSIONAL EXPERIENCE - TEACHING

September 2011 to Present	Tenured Associate Professor, Academic Program Director Rochester Institute of Technology (RIT) College of Engineering Technology Design, implement, and teach a comprehensive Research Methods course for first-semester graduate students enrolled in the Master of Science and Master of Architecture programs within the College of Engineering Technology, as well as other MS programs across the Institute. The course equips students with essential skills for conducting empirical research, including thesis and capstone projects. It is delivered in both in-person and online formats and developed in collaboration with Graduate Directors, Faculty, Research Librarians, and Deans. The curriculum emphasizes engagement with academic literature, development of academic writing proficiency, and cultivation of critical thinking skills necessary for producing work suitable for academic conferences or journal publication. In addition to teaching responsibilities, serve as Academic Director for the Master of Science programs in Packaging Science and Graphic Media Science and Technology—recognized among the leading graphic technology programs in North America. Oversee all aspects of graduate curricula, integrating conventional print and packaging with cross-media technologies to ensure industry relevance. Responsibilities include curriculum development, course scheduling, budget oversight, student recruitment, and admissions. Work closely with the Dean's office to advance program goals, supervise thesis and capstone projects, and foster interdisciplinary collaboration across the Institute. Lead the Print and Graphic Media Industry Advisory Board, focusing on revising both BS and MS curricula to enhance student engagement through immersive experiences in labs, classrooms, and field settings. Develop and deliver online courses in both synchronous and asynchronous formats. Build and maintain relationships with industry partners, coordinate co-op and career placements, and collaborate with Admissions, Marketing, Student Success, Facilities, and Institute-level administration. Teach undergraduate and graduate courses while advising empirical MS culmination projects. Initiate partnerships with industry to secure funding for research and philanthropic support. Promote scholarship opportunities to students and encourage academic excellence. Contribute to Institute service through leadership and participation on various committees. These include search committees for Deans, Associate Deans, faculty, and staff, as well as active involvement in Graduate Directors, the College of Engineering Technology Curriculum Committee, Ph.D. Program Development Committees, Tenure and Mid-tenure Review Committees, and program-specific groups focused on Curriculum, Facilities, and Strategic Recruitment.	Rochester, NY
September 1998 to Present	Adjunct Assistant Professor New York University School of Professional Studies and Master's Degree in Graphic Communications Management and Technology Develop and teach graduate capstone courses in both in-person and online formats. Previously taught in MS in Graphic Communications Management and Technology Program.	New York, NY

PROFESSIONAL EXPERIENCE - INDUSTRY

September 2011 to**Present****Independent Color Measurement / Quality Control Consultant**

Provide training and consulting services to the industry. Responsibilities include implementation and training on color measurement, ink formulation, quality control analysis systems, and technical writing. Clients include Techkon USA (Danvers, MA), Crown Equipment (New Bremen, OH), Brook and Whittle (Amherst, NY), MacArthur Corporation (Grand Blanc, MI), Menasha Corporation (Philadelphia, PA), Yerecic Label (New Kensington, PA), Christmas City Printing (Bethlehem, PA), VALID USA (South Plainfield, NJ) and X-Rite, Incorporated (Kentwood, MI).

August 2006 to**August 2011****Account Manager**

Kentwood (Grand Rapids), MI

X-Rite, Incorporated

Sales territory manager for key accounts and distribution channels, responsible for X-Rite imaging and media solutions sales in the mid-Atlantic and Ohio valley. Developed distribution channels and major customers for color measurement solutions, including ICC profile-based color management, prepress and pressroom quality assurance, ink formulation, and printing process control. Worked with all aspects of print production, including heatset and non-heatset publication printing, screen printing, commercial and folding carton sheetfed lithographic printing, flexographic printers, advertising agencies, gravure printers, commercial web offset printers, metal decorators, and trade shops.

May 2004 to**August 2006****Global Sales Training Manager / Account Manager**

Kentwood (Grand Rapids), MI

X-Rite, Incorporated

Worked in a dual role as Global Sales Training Manager and Account Manager. Developed and implemented technical sales training curricula for digital imaging, color management, and color measurement and subsequently presented training seminars domestically and to the Asian sales force in China, Japan, and Singapore. Also maintained mid-Atlantic territory for imaging and media products with an annual sales quota of over two million dollars. Named "Salesperson of the Year" for outstanding sales achievement.

February 1997 to**September 2000****Corporate Accounts Manager**

Kentwood (Grand Rapids), MI

X-Rite, Incorporated

Worked with major international consumer packaging companies to develop spectrally based color control programs. Wrote technical specification manuals, prepared and presented the program to various packaging vendors, and oversaw program adoption. Also served as a Sales Representative during this period. Named "Sales Person of the Year" in 1998 for outstanding sales achievement.

November 1985 to**January 1997****New York Metropolitan Regional Technical Manager**

Elmwood Park, NJ

Agfa Corporation

Oversaw team of Technical Representatives charged with maintaining consumable customer base, including lithographic plates and contract color proofing systems, at major trade shops, commercial printers, newspapers, advertising agencies, and packaging printers. Administered and managed dealer sales channel. Other titles held during this period include Account Manager, Sales Representative, and Senior Laboratory Technician. Named to "President's Club" for outstanding sales achievement.

SELECTED PUBLICATIONS

Conference Proceedings 2024	<i>Technical Association of the Graphic Arts (TAGA)</i>	Association for Print Technologies “Evaluating Product Variation in Color Gamut Volume Estimation across Measurement Devices for Improved Analysis” (with Bilge Altay)
Refereed Article 2023	<i>Color Research and Application</i>	Wiley Periodicals, LLC “Impact of Optical Brightening Agents on Alkali-based Inks in Packaging: A comparative Study on Color Accuracy” (with Yash Dhote, Bilge Altay, and Rafik Telhan)
Conference Proceedings 2023	<i>Technical Association of the Graphic Arts (TAGA)</i>	Printing United Alliance “Luminous Viewing Booth Match to Computer Monitor: Concerns for Soft Proofing Applications”
Refereed Article 2022	<i>Color Research and Application</i>	Wiley Periodicals, LLC “Investigating the Agreement Between Polarized and Unpolarized Densitometry in Offset Lithography Printing” (with Devin Schneider and Bilge Altay)
Refereed Article 2022	<i>nature</i>	Nature Publishing Group, UK “Controlling Unequal Surface Energy Results Caused by Test Liquids: The Chase of UV/O ₃ Treated PET” (with Bilge Altay, Paul Fleming, Arifur Rahman, Alexandra Pekarovicova, Cem Aydemir and Arif Karademir)
Refereed Article 2019	<i>International Circular of Graphic Education and Research</i>	International Circle of Educational Institutes for Graphic Arts Technology “Evaluation of Brightness Indicies” (with Hanyi Cheng)
Conference Proceedings 2019	<i>Technical Association of the Graphic Arts (TAGA)</i>	Printing United Alliance “Color Studies Curriculum: Re-Envisioning Josef Albers’ Interaction of Color in the Digital Age” (with Yue Cao)
Conference Proceedings 2017	<i>Technical Association of the Graphic Arts (TAGA)</i>	Printing United Alliance “An Evaluation of the Effect of Instrument Geometry on Color Management for Printed Textiles”
Refereed Article 2017	<i>International Circular of Graphic Education and Research</i>	International Circle of Educational Institutes for Graphic Arts Technology “Colorimetric Variables Utilized by U.S. Ink Companies”
Conference Proceedings 2019	<i>Technical Association of the Graphic Arts (TAGA)</i>	Printing United Alliance “Evaluation of Light Measurement Instruments”
Conference Proceedings 2018	<i>Technical Association of the Graphic Arts (TAGA)</i>	Printing United Alliance “Evaluation of TAPPI Brightness versus Other Brightness Indices” (with Hanyi Cheng)
Conference Proceedings 2015	<i>Technical Association of the Graphic Arts (TAGA)</i>	Printing United Alliance “An Analysis of M ₀ and M ₁ Measurement Conditions” (with Rachel Silvestrini)
Refereed Article Fall 2014	<i>Visual Communications Journal</i>	Graphic Communications Education Association “An Application of the Technology Acceptance Model to Intended Adoption of Digital Printing Technology in the Label Industry” (with Trevor Schroeder)
Refereed Article Spring 2014	<i>Visual Communications Journal</i>	Graphic Communications Education Association “The Usage of Virtual Printing Technologies for Contract Proofs in Commercial Printing Organizations”
Conference Proceedings 2014	<i>Technical Association of the Graphic Arts (TAGA)</i>	Printing United Alliance “An Analysis of Instrument Measurement Conditions with Various Substrates”
Conference Proceedings 2013	<i>Technical Association of the Graphic Arts (TAGA)</i>	Printing United Alliance “An Analysis of Illuminant Metamerism for Lithographic Substrates and Tone Reproduction”
Refereed Article Fall 2013	<i>Visual Communications Journal</i>	Graphic Communications Education Association “Adoption of Technologies for Contract Color Proofing in Commercial Printers”

TRADE PRESS

**January 2002 to
December 2006*****Printing News***

Cygnus Business Media

Wrote a regular column entitled "It's Academic," the purpose of which was to provide the industry perspectives on issues regarding graphic arts education. Common themes included attracting young people to the industry and encouraging cooperation between industry and education. The *Printing News* was the only newsweekly serving the graphic communications industry.

SELECTED PAPERS PRESENTED

March 2025**Technical Association of the Graphic Arts (TAGA)**

Boulder, CO

Association for Print Technologies

"Evaluatating Product Variation in Color Gamut Volume Estimation across Measurement Devices for Improved Analysis" (with Bilge Altay)

July 2024**Graphic Communications Education Association**

Alton, IL

"Limits of Agreement with Measurement Devices: Bland-Altman Analysis Technique for Teaching and Practical Applications"

March 2023**Technical Association of the Graphic Arts (TAGA)**

Oklahoma City, OK

Printing United Alliance

"Luminous Viewing Booth Match to Computer Monitor: Concerns for Soft Proofing Applications"

September 2020***The International Association of Research Organizations for the Information, Reserch, and Graphic Arts Industries (IARIGAI)***

Virtual Conference

"Evaluatating Product Variation in Color Gamut Volume Estimation across Measurement Devices for Improved Analysis" (with Bilge Altay, Paul D. Fleming, Alexandra Pekarovicova, Cem Aydemir, and Arif Karademir

September 2020***The International Association of Research Organizations for the Information, Reserch, and Graphic Arts Industries (IARIGAI)***

Virtual Conference

"An Alternative Method for Surface Energy Estimation of Substrates" (with Bilge Altay, Paul D. Fleming, Alexandra Pekarovicova, Cem Aydemir, and Arif Karademir

March 2019**Technical Association of the Graphic Arts (TAGA)**

Minneapolis, MN

Printing United Alliance

"Evaluation of Light Measurement Instruments"

March 2019**Technical Association of the Graphic Arts (TAGA)**

Minneapolis, MN

Printing United Alliance

"Color Studies Curriculum: Re-Envisioning Josef Albers' Interaction of Color in the Digital Age" (with Yue Cao)

March 2018**Technical Association of the Graphic Arts (TAGA)**

Baltimore, MD

Printing United Alliance

"Evaluation of TAPPI Brightness versus Other Brightness Indices" (with Hanyi Cheng)

March 2017**Technical Association of the Graphic Arts (TAGA)**

Houston, TX

Printing United Alliance

"An Evaluation of the Effect of Instrument Geometry on Color Management for Printed Textiles"

March 2016**Technical Association of the Graphic Arts (TAGA)**

Memphis, TN

Printing United Alliance

"Metrology for 3D Printing: Assessing Methods for the Evaluation of 3D Printing Products" (with Shu Chang)

SELECTED PAPERS PRESENTED (Continued)

March 2015	Technical Association of the Graphic Arts (TAGA) Printing United Alliance “An Analysis of M0 and M1 Measurement Conditions” (with Rachel Silvestrini)	Albuquerque, NM
July 2015	International Conference for Graphic Communications Educators “Quantitative Color Difference”	San Luis Obispo, CA
March 2014	Technical Association of the Graphic Arts (TAGA) Printing United Alliance “An Analysis of Instrument Measurement Conditions with Various Substrates”	Fort Worth, TX
Spring 2014	Research, Scholarship and Creativity Exhibition and Colloquia Rochester Institute of Technology, College of Imaging Arts and Sciences “Instrument Measurement Conditions on Various Substrates”	Rochester, NY
October 2014	Cross-Media Innovation Center (CMIC) Summit Rochester Institute of Technology, School of Media Sciences “Gray Balance as Calibration Aims versus Gray Balance as Process Control Parameter” (with Robert Chung)	Rochester, NY
February 2013	Technical Association of the Graphic Arts (TAGA) Printing United Alliance “An Analysis of Illuminant Metamerism for Lithographic Substrates and Tone Reproduction”	Portland, OR
October 2013	Cross-Media Innovation Center (CMIC) Summit Rochester Institute of Technology, School of Media Sciences “Adoption of Technologies for Contract Color Proofing in Commercial Printers: A 2013 Analysis”	Rochester, NY
October 2012	Cross-Media Innovation Center (CMIC) Summit Rochester Institute of Technology, School of Media Sciences “Metamerism Index: Improving Quality and Driving Variance Out of Color Critical Workflows”	Rochester, NY
April 2007	New York University / California Polytechnic State University Virtual Proofing Symposia “Management Issues Involving the Adoption of Virtual Proofing”	New York, NY
July 2005	Shenzen Printing Association “Color Management Advancements”	Shenzen, PRC
May 2004	Beijing International Printing Technology Exhibition “Color Management Implementation and Emerging Technologies”	Beijing, PRC

SELECTED INDUSTRY SERVICE

Fall 2014 to Present	Journal Peer Reviewer <i>Color Research and Application</i> Wiley, published on behalf of Inter Society Color Council	Frederick, MD
Spring 2015 to Present	Advisory Committee Technical Association of the Graphic Arts (TAGA) Association for Print Technologies	Wexford, PA
Fall 2020 to Present	Journal Peer Reviewer <i>International Circular</i> International Circle of Educational Institutes for Graphic Media Technology and Management	Stuttgart, Germany
Fall 2023 to Present	IDEAlliance Print Properties Committee <i>Define Color Standards and Workflow for Printing and Packaging Industries: Standardized Viewing Research Group</i>	Fairfax VA

SELECTED INDUSTRY SERVICE (Continued)

Fall 2024 to Present	Association for Roll-to-Roll Converters (AIMCAL) <i>Educate, Connect, and Grow the Roll-to Roll Industry: Gravure Ink Research Group</i>	Greenville, SC
Fall, 2024	Clemson University: External Tenure Track Reviewer Department of Graphic Communications, Wilbur O. and Ann Powers College of Business	Clemson, SC
Fall 2018 to Spring 2023	Academic Program Advisory Board <i>Atlantic City High School - Graphic Communication Program Career and Technical Education</i>	Atlantic City, NJ
Fall 2018 to Spring 2023	Academic Program Advisory Board <i>SUNY Erie Community College - Graphic Communications Technology AS Program</i>	Williamsville, NY
Spring 2018 to Spring 2021	Vice President for Education Technical Association of the Graphic Arts (TAGA) Association for Print Technologies	Wexford, PA
Fall, 2019	Clemson University: External Tenure Track Reviewer Department of Graphic Communications, Wilbur O. and Ann Powers College of Business	Clemson, SC

SELECTED INSTITUTE SERVICE

Summer 2025 to Present	Rochester Institute of Technology: Graduate Council	Rochester, NY
Summer 2025 to Present	College of Engineering Technology: College Curriculum Committee	Rochester, NY
Summer 2024 to Present	Department of Packaging and Graphic Media Science Curriculum Committee	Rochester, NY
January 2025 to August 2025	Rochester Institute of Technology: Faculty Club Advisor Technical Association of the Graphic Arts (TAGA) Student Chapter	Rochester, NY
Fall 2023 to Spring 2025	College of Engineering Technology: Tenure Committee	Rochester, NY
Fall 2023 to Spring 2025	College of Engineering Technology: Mid-Tenure Committee <i>Serve as Committee Chair for the 2024-2025 Academic Year</i>	Rochester, NY
Fall 2023 to Spring 2025	Rochester Institute of Technology: RIT Press Advisory Board	Rochester, NY
Fall 2017 to Summer 2023	Scholarly Publishing at Rochester Institute of Technology College of Engineering Technology: College Curriculum Committee	Rochester, NY
Spring 2023	College of Engineering Technology: Staff Search Committee Successful Search for Assistant Director of Marketing Communications	Rochester, NY
Spring 2023	College of Engineering Technology: Faculty Search Committee	Rochester, NY
Fall 2017 to Summer 2022	Department of Graphic Media Science and Technology: Department Chair Actively lead the BS and MS degree programs in Graphic Media, overseeing curriculum development, strategic planning, recruitment, and facilities management. Chair key departmental committees including Curricula, Strategy and Recruitment, and Facilities. Spearheaded the creation and leadership of an Industry Advisory Board to guide curriculum relevance and innovation. Successfully developed and navigated new BS and MS curricula in printing technology through departmental, college, institute, and New York State approval processes. Directed the department's transition from the College of Art and Design to the College of Engineering, including managing the external review process. Led department through global pandemic in 2020.	Rochester, NY
Spring 2022	Print and Graphic Media Science and Technology Faculty Search Committee Successful Search for Assistant Research Professor	Rochester, NY

SELECTED INSTITUTE SERVICE (Continued)

May 2014 to	Rochester Institute of Technology: Faculty Club Advisor	Rochester, NY
August 2021	Technical Association of the Graphic Arts (TAGA) Student Chapter	
Spring 2020	Print and Graphic Media Science and Technology Staff Search Committee	Rochester, NY
	Successful Search for Department Facilities Manager	
Fall, 2018 to	College of Engineering Technology: Ph.D. Program Exploration Committee	Rochester, NY
Spring 2019		
Spring 2019	Print and Graphic Media Science and Technology Staff Search Committee	Rochester, NY
	Successful Search for Department Director of Industry Relations/Academic Operations	
2018-2019	College of Art and Design: Dean Search Committee	Rochester, NY
	Successful Search for Dean, College of Art and Design	

HONORS AND AWARDS

Spring 2025	Nominee, Richard and Virginia Eisenhart Provost's Award for Excellence in Teaching Rochester Institute of Technology	Rochester, NY
Spring 2023	Nominee, Richard and Virginia Eisenhart Provost's Award for Excellence in Teaching Rochester Institute of Technology	Rochester, NY
Spring 2016	Nominee, Richard and Virginia Eisenhart Provost's Award for Excellence in Teaching Rochester Institute of Technology	Rochester, NY
May 2014	Keynote Speaker, Gamma Epsilon Tau Awards Banquet Rochester Institute of Technology, Collegiate Honors Fraternity for Graphic Artists	Rochester, NY
Spring 2013	Nominee, Richard and Virginia Eisenhart Provost's Award for Excellence in Teaching Rochester Institute of Technology	Rochester, NY
Spring 2008	Recipient, Award for Excellence in Teaching New York University	New York, NY
Spring 2004	Recipient, 19th Annual Student Prism Award New York University	New York, NY

CERTIFICATIONS

March, 2021	Cultural Humility Certificate RIT Office of Access, Engagement, and Success	Rochester, NY
July 2017	G7 Certified Expert IDEAlliance	Alexandria, VA
July 2017	Color Management Professional IDEAlliance	Alexandria, VA
August 2015	Certified Six-Sigma Yellow Belt Rochester Institute of Technology, Center for Quality and Applied Statistics	Rochester, NY

TRAININGS

Spring 2023	Guided Online Learning Development (GOLD) Training Rochester Institute of Technology, Center for Teaching and Learning	Rochester, NY
Spring 2012	Advanced Printing Materials Nancy Plowman Associates	Burlington, MA