

H. Mark Taylor (My Story)

Soon after I graduated I incorporated my own business which started out as a small commercial printing company. In the initial years the company enjoyed excellent profitability and we expanded on more than one occasion but we were soon to hit a place where it became difficult to continue our level of profitability. Many additional players entered the playing field with several small printing companies opening their doors in the marketplace. The commercial printing industry had become a cut throat business. I was working about twelve hours a day and still was not seeing the results of our former years. After carefully assessing the situation, I knew I had to make two decisions, either to get out of the business or specialize and find a particular target market that would put me ahead of my competition.

I made a decision to specialize in paperboard packaging and go after the really large volume orders. This required a considerable amount of planning and investment. I purchased one of the most high tech printing and in-line die-cutting presses in the world. Actually when I purchased the press, there were only six such printing presses in the world. My competition said I was crazy and would never be able to secure the orders to keep the machine productive as it produced folding box cartons at a speed of over 1,000 feet per minute. Not only was I going to have to compete for market share locally, but regionally and internationally.

Although I was the CEO of the new operation, I took on the role of Marketing Director while training an associate in the process. Humbly, my approach to marketing was so successful that we won the exporter of the year award as well as becoming profitable in our first year of operation. We secured clients throughout the Caribbean Region, South and North America. Contracts were secured from fortune 500 companies. We produced packaging for companies such as RJ Reynolds Tobacco, Kentucky Fried Chicken, Colgate Palmolive, British American Tobacco, McDonalds, Burger King, Carreras Group, etc.

During my 30 years in the corporate world I have travelled to every continent specializing in the area of marketing. I became not only a servant leader, but a coach to hundreds of protégés who served the vision of several successful companies. I am a marketing specialist. Incorporating and managing the largest printing & packaging company in the Caribbean Region and being able to compete with regional and international companies was all due to my marketing principles and approach. This is my story, and I am willing to share my experience with you in helping you to fulfill your dreams and vision.

In 1998 my family and I relocated to Destin, Florida and today I am one of the principals of Breakthrough Consulting & Coaching, LLLC.