

BUSINESS MANAGEMENT

September 25, 2024

HiFlow Solutions Appoints Alfonso Hernandez Jr. as Vice President of Sales

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HiFlow Solutions, a provider of innovative software solutions that streamline business and production processes and enhance efficiency, is pleased to announce the appointment of Alfonso Hernandez, Jr. as Vice President of Sales. Born in Brooklyn, NY, to Cuban immigrants, and currently residing in Northern New Jersey, Hernandez brings over three decades of comprehensive experience in the



Alfonso Hernandez Jr.

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Hernandez has held pivotal roles in business development and color management consulting, demonstrating exceptional sales, account management, and technical support skills. He holds a B.S. in Finance and Accounting and is actively pursuing a Master of Business Administration with a focus on Strategic Leadership from Rutgers University.

In his new role at HiFlow Solutions, Hernandez will spearhead the development and implementation of sales strategies aimed at driving revenue growth, ensuring customer satisfaction, and expanding market presence. He will also lead the creation of a North American sales team to provide support to customers and foster the company's growth trajectory. Hernandez is committed to cultivating a culture of high performance, collaboration, and continuous improvement within his role as VP of Sales and for the team at HiFlow.

Prior to joining HiFlow Solutions, Hernandez had significant roles at industry companies, including eProductivity Software, EFI, X-Rite Pantone, Tekgraf Corporation, Promark, Digital Photo Imaging, and A.I. Friedman where he notably enhanced sales performance and client engagement across global markets. He was also an independent consultant with Chromaticity and Color Perceptions and VP of Business Development for Prime Consulting Services, LLC, a family business.

"Alfonso's impressive track record and industry knowledge make him an invaluable addition to our executive team," said Mariusz Sosnowski, CEO of HiFlow Solutions. "His forward-looking leadership will be crucial in driving our North American sales efforts and strengthening our position as a software provider in the packaging and printing industry."

Hernandez is also a dedicated family man, married for 19 years and father to boy/girl high school aged twins, actively involved in coaching boys and girls youth sports and serving as an assistant scoutmaster for a BSA troop. His personal interests include weightlifting, photography, travel, and chess. Fluent in English and Spanish, Hernandez also enjoys books, podcasts and audiobooks on history, current events and personal development.

Source: HiFlow Solutions

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