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OFFICE
TECHNOLOGY'S

MOST WANTED





Industry's **MOST WANTED** :

The 2022 Difference Makers of the Office Equipment Landscape

While face masks and distancing guidelines have faded from our collective consciousness, the impact of COVID-19 continues to manifest itself in various ways, from supply chain headaches to the way we operate our businesses. That's not to diminish or ignore the mortality toll the pandemic has wrought; the United States is less than 20,000 away from reaching the sobering 1 million death count as of April 4, according to the *New York Times*.

But as we move forward in a post-pandemic context, another compelling storyline continues to be The Great Resignation. In 2021, more than 47 million Americans voluntarily left their jobs, according to the U.S. Bureau of Labor Statistics, averaging more than 4 million letters of resignation per month during the second half of the year. That average continued in January and February of this year, undoubtedly fueled by cases in which employees who left jobs in 2021 found their new positions to also be unfulfilling (a.k.a. Grass is Greener Syndrome).

While current conditions clearly indicate a buyer's market for job seekers, it also brings into sharp focus the value of high-performing individuals and the need to un-

derscore their importance to the organizations for which they toil. Loyalty is a two-way street, and while today's employment landscape has provided more leverage for the rank and file, businesses are scrambling to find new and innovative ways to demonstrate their affinity for valued and long-tenured team members.

As businesses continue to mobilize in an era of HR musical chairs, it's recognition programs such as *ENX Magazine's* Difference Makers that spotlight the many valued contributions—and examples of staunch loyalty—that, given the circumstances, are perhaps more essential now than ever before. From receptionists to executives of multi-million dollar dealers, distributors and OEMs, just about every walk of

life imaginable is represented in our 2022 class. And while top-level VPs are less likely to be job-hopping, contributions both great and small are essential to the health and vitality of our industry's mainstay performers and are worthy of celebrating—and maintaining.

Please take some time to peruse our roster of 63 Difference Makers and the stories behind their careers and contributions to their current employers. We'd also like to sincerely thank everyone who took the time from their busy schedules to call attention to our industry's Most Wanted. This program isn't possible without your valued input, and we thank you from the bottom of our hearts.

Congratulations to this year's honorees. Read on:



Brian Gertler
Senior Vice President/
Partner
LDI Connect

Why Brian Gertler is a difference maker:

A master of building relationships, Gertler's boundless enthusiasm and big-picture perspective have been essential in helping the LDI Connect shine a light on the technologies end-users need to be successful, with an eye toward emerging technologies. Perhaps it's only fitting that his past life includes the ophthalmic dispensing world; innovation and creativity allow LDI's customers to focus their technologies more clearly. Gertler was a driver of the company's rebranding to LDI Connect earlier this year, an effort that gives more clarity to the overall product and solution catalog that has evolved and grown to better fit clients' needs. With managed IT, professional audio/visual, document workflow, cloud communications and security boosting the portfolio, Gertler showcases how these tools can enable organizations to be more modern and efficient. His fingerprints are all over the proof of concept and market development of the firm's core disciplines. Prior to joining LDI more than 20 years ago, the NYU alum was the president of Integrated Media Group.

"Brian is the biggest advocate for working with, partnering with and being employed by LDI Connect. I was recruited by Brian to work for LDI Connect on the train. Brian treats everyone he communicates with as equals. I say I work for Brian, and Brian says we work together. He values long-term relationships and ensures the company morale is high. With so much on his plate, Brian still finds time to decorate our offices for the holidays, take photos at our corporate events (tens of thousands), apply corporate window decals and help everyone around him be successful."

**— Louis Pearlman, Graphic Designer,
LDI Connect**

