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Pat McGrew is the Director and Evangelist for the Production Workflow Advisory Service at KeyPoint Intelligence / InfoTrends covering commercial, packaging and textile. As an analyst and industry educator, Pat works with InfoTrends customers and their clients to promote workflow effectiveness. She also has a background in transaction print, data-driven customer communication, and production printing with offset, inkjet and toner. Co-author of 8 industry books, editor of *A Guide to the Electronic Document Body of Knowledge*, and regular writer in the industry trade press, Pat won the 2014 #GirlsWhoPrint Girlie Award for dedication to education and communication in the industry, and the 2016 Brian Platte Lifetime Achievement Award from Xplor International. Find Pat on Twitter as @PatMcGrew and on LinkedIn.