

**Joseph Truncale**  
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Joe Truncale is President and CEO of NAPL, a not-for-profit business management association representing leading companies in the graphic communications industry. NAPL helps companies grow through member resources, industry-leading research, and custom-tailored consulting services.

Joe specializes in strategy and organizational effectiveness. He has developed a number of custom tools used in NAPL's Management Consulting Practice including the NAPL Customer Analysis Process™, which helps businesses identify and maximize their most significant customer relationships. He also works with companies to help them identify their Quality Competitive Index™ (QCI) through highly focused, three-dimensional customer research.

He is a skilled meeting facilitator, working with entrepreneurial business leaders and their management teams in developing strategic plans with a focus on differentiation and unique organizational ability. He also provides executive coaching and leadership development consulting and training.

Joe is a graduate of Monmouth University and earned his Master's Degree at Rutgers University. He is currently completing his Doctoral dissertation at New York University, a ground-breaking study of the effectiveness of entrepreneurial business leaders in the graphic communications industry.

Joe serves on the New York University Board of Advisors and is a member of the adjunct faculty, teaching graduate courses in Executive Leadership and Financial Management.

Joe began his career with NAPL in 1985 as Director of Membership and held several management positions prior to being named President in 2003. He resides in Colts Neck, New Jersey.

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