

## **BlueStar Names Jerry Shively as Hewlett-Packard Business Development Manager**

*By BlueStar*

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*Shively will focus on further HP growth and expansion within BlueStar.*

Florence, KY—BlueStar, the leading innovator in solutions-based distribution for Auto ID, Point-of-Sale, Mobility, and RFID products, today announces that Jerry Shively has joined the company as Business Development Manager. As a BDM, Shively will manage BlueStar's channel marketing and business development for Hewlett-Packard's POS products.

Shively joins BlueStar after 13 years with DAT/EM Systems International, a 3-D mapping software development company, where he served as International Sales Director. In that role, he built and managed the business development of the international reseller distribution channel throughout 60 countries, and was instrumental in improving sales revenues by 70% in three years.

Shively comes to BlueStar with a marketing and technical background. He recently completed training and holds a certification in AutoCAD, is trained in BlueStar's FUSION business-development program, and will be instrumental in scaling the HP line through BlueStar and expanding its presence in North America.

"BlueStar is very pleased to have Jerry Shively join our team as a Business Development Manager for HP," says Mark Fraker, BlueStar VP of Marketing. "He has the experience and track record of building business through the reseller distribution channel and using new marketing techniques such as those in our FUSION program, allowing us to continue to achieve our growth goals."

"I am excited to be part of the rapidly growing BlueStar team, and am looking forward to developing BlueStar's HP business channel. I see exciting opportunities ahead in so many areas of this market," says Jerry Shively, BlueStar's HP Business Development Manager.

### About BlueStar

BlueStar is a leading global solutions-based distributor of Point-of-Sale, barcoding, data collection, radio frequency identification (RFID), and wireless mobility products. BlueStar works exclusively with VAR Partners, providing them with complete solutions at competitive prices. The company brings unequaled expertise to the market, offers award-winning technical support, and is an authorized service center for a growing number of manufacturers. For more information about BlueStar, please contact a BlueStar Account Executive or log on to [www.bluestarinc.com](http://www.bluestarinc.com).

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Category	Computers, Marketing, Technology
Tags	bluestar, Computers, Marketing, Technology, RFID, pos, mobility
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