



Mark F. Sherwood  
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## **Serving a Wide Range of Clientele With a Consultative Approach**

### Reflecting the Voice of the Customer Is Rusty Sherwood's Priority

Mark (Rusty) Sherwood is vice president of McGraw-Hill Construction's strategic & emerging markets team. Founded by Rusty in 2004, this group develops and serves those domestic and international customers found within the finance, insurance, technology, and national equipment and product distribution markets. Through a consultative needs-based approach, Rusty's team provides tailored combinations of analytic, media, project data, and project management resources to meet the unique strategic, sales, and marketing requirements of this wide-ranging set of clientele.

### **Leading Market Strategies for MHC's Customer Segments**

A senior manager with McGraw-Hill for over 10 years, Rusty has developed, organized, and led business development and market strategies for all of MHC's customer segments, including the regional and national AEC community and the domestic and global building product manufacturers marketplace. Most recently Rusty co-led the redesign of MHC's sales organization, shifting structure and methods from a "product-centric" approach to "voice-of-the-customer" solution teams. Rusty co-founded and heads up MHC's customer councils, creating peer forums for product manufacturers and national AEC firms to debate and consider present and evolving trends and economic issues shaping U.S. construction activity.

Prior to joining McGraw-Hill Construction, Rusty spent 17 years directing domestic and international business development and marketing strategy for a number of U.S and foreign-based construction product manufacturers and wholesale distribution concerns.

He holds a Bachelor of Science degree in Marketing and International Finance from University of Southern California and a Masters in Business Management from Pepperdine University.