RPI Print Builds for What's Next: Noah Rogers Joins as CRO, US as Hayco van Gaal Named EVP and GM, Europe

Rogers and van Gaal join RPI Print's executive team as the company accelerates growth across the US and Europe.



Hayco van Gaal (left), EVP and General Manager, Europe, and Noah Rogers (right), Chief Revenue Officer, US, at RPI Print's production facility in Eindhoven, Netherlands

SEATTLE, WA, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- RPI Print is advancing its next phase of growth with two leadership appointments across the US and Europe. Noah Rogers has been appointed as its new chief revenue officer, bringing more than thirty years of sales and leadership experience to the role. In addition, Hayco van Gaal becomes executive vice president and general manager in Eindhoven, succeeding Paul Adriaans, who retires after sixteen years leading the European business. Adriaans leaves behind a strong foundation of growth and operational excellence, and the entire RPI Print team, worldwide, thanks him for his years of dedicated leadership. Both Rogers and van Gaal will focus on capturing growth in the digital print and white-label fulfillment markets, leveraging the company's investments in technology and automation.

Noah Rogers Joins as Chief Revenue Officer

Rogers brings decades of sales and leadership experience in financial printing, including leadership roles at RR Donnelley and DFIN, where he led a platform transformation that moved clients from traditional manual processes to digital workflows. Throughout his career, he has served as the connective tissue between commercial strategy and operational execution, building and scaling results-driven sales organizations through periods of significant evolution. At RPI Print, he will lead commercial strategy across enterprise and mid-market partnerships.

"I'm thrilled to join RPI Print as we work to offer enterprise partners and platforms a better way

to connect, order, and grow," said Rogers. "Between our AI-enabled workflow technology, manufacturing capacity, and global fulfillment network already in place, we have the infrastructure to support that—and I'm here to make sure our commercial strategy matches that ambition."

Hayco van Gaal Named Executive Vice President and General Manager, Europe
Van Gaal brings extensive international experience in sales and marketing within the printing and imaging industry. His leadership style is grounded in a people-first approach, with a strong emphasis on trust, collaboration, and practical execution, and he is known for building high-performing teams and driving results through clear strategy and authentic connection.

"What excites me most about this new role is the opportunity to build on an extraordinary foundation and continue shaping the future together with an outstanding team," said van Gaal. "What makes RPI truly unique is the way we combine local customer relations with a global platform, which allows us to support customers around the world while still delivering the flexibility and scale they expect."

The appointments come as RPI Print continues to expand its platform offerings, all accessible via its API without requiring additional integration from partners. These include expanded product selection, shipping across the US, US territories, and Canada, and order analytics and asset creation. These capabilities are set to expand worldwide in the coming year. Separately, the company recently announced a strategic partnership with Mediaclip to scale personalized production and fulfillment globally, providing customers with one connected experience, from front-end creation all the way through to delivery.

About RPI Print
RPI Print is the AI-enabled technology platform behind the world's leading creative brands, giving businesses of all sizes a single partner for printing, e-commerce fulfillment, and logistics—so they can focus on building their business instead of how their products get made, sold, and shipped. Through its API connection to a platform integrating seamless workflow technology, manufacturing, and global fulfillment, RPI Print delivers consistent, premium quality at any scale while its print-on-demand model reduces waste.

RPI Print is also the platform behind Blurb (www.blurb.com), the premier bookmaking and self-publishing destination for creative professionals, businesses, and everyday storytellers alike. To learn more, visit www.rpiprint.com.

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