

Spotlight on

DIVERSITY



Marcelino Soto

Production Services Manager,
WILF Production Services

Provide a very brief description of your past work experience, including the colleges/universities attended, credentials, certifications, etc.

I attended Brooklyn College under the Readjustment Act of 1944 also known as the GI Bill, as well as the Printing Trades School of Manhattan. During this time, I landed my first print job with Marsden Printing on 34th Street. There I learned and perfected my skills in Time Management and Multi-Tasking. These skills would later help carry me through my career in the Print industry. Soon after, I went to work for G.S.O Graphics of New York as a Branch Supervisor and in 1992, I was fortunate to work for one of the leading Print companies in the country (at the time), National Reprographics (NRI). There I was offered the position as a Manager in the Xerographic Print Department. After several years of managing in a fast-paced environment, I was promoted to Lead Manager. Finally in 2003, there was an opening for a Digital Print Manager at Yeshiva's Production Services and I was fortunate enough to be offered the position.

Please describe your current job function, and if you can, a "typical" day.

Currently, I manage Yeshiva University's prints and mail services and provide a wide range of services to YU students, faculty and staff. On a typical day, we handle between 200-400 USPS, UPS and FEDEX packages along with thousands of piece mail including inter-office mail that travels between the Wilf, Beren, Cardozo and Einstein campuses. Other projects include; numerous print orders receive through the Yeshiva University Production website or through time sensitive emails and special print projects. These activities makes each day challenging but manageable.

What do you like best or find the most rewarding about working at Yeshiva University?

The most rewarding aspect of my job is the interaction I have with the Students. When I first began working at Yeshiva my former boss told me that we work for the students and that without them there would be no Yeshiva University. He said, "We have to watch out for them in the same way we would for our own children." After mentoring several students in the work study program for many years, I was proud to see many of them accepted into Yeshiva University's Fellows program. I would like to think that somehow my team and I played a small part in that.

What is the most challenging aspect about your job?

The most challenging part of my job is keeping my employees motivated and interested in their work. To that end, I try to ensure that their work is somehow challenging and rewarding. I find that fostering an environment that is team-oriented has allowed them to take ownership of their development and helps them to be more accountable towards each other.

If you came from a corporate environment, how does working within an academic setting differ?

In a corporate environment, everyone's attention and focus is geared towards the bottom line and the mentality is everything is needed yesterday. Academia is quite the opposite. Things are more thought out and a bit more deliberate. There is still urgency and accountability, however, it's not "at all costs, pull out all the stops" as experienced in the corporate world.

What is the most important lesson that you've learned throughout your career?

I have learned to always and I mean always admit when I make a mistake, learn from it, move on and resolve never to repeat it.

Tell us something about yourself that is interesting, extraordinary or something that most people don't know about you, i.e. hobbies, activities, etc.

I have always loved music and after all these years I decided to take up the piano. I attend music classes once a week and I practice 1-2 hours a day. My hope is to one day play well enough to entertain my friends and family.