

MagnetStreet Executive Team Bios

Neville B. Baird, Founder, Chairman

Entrepreneur Neville Baird established Master Marketing International in Wheaton, IL in 1991. The company was created based on Baird's years of experience of sales and management training and marketing development within the real estate industry. The company began by offering full-color, custom-imprinted, marketing solutions to the real estate industry. In 2001, Baird transitioned Master Marketing International by changing its name to MagnetStreet, to better indicate its primary product line of full-color promotional magnets. Over the last several years, Baird has seen the company's expansion evolve by appealing to new mass markets and a re-broadening of its product portfolio beyond just magnetic products. Neville and his wife, Peggy, are based in Wheaton, Illinois. Neville's favorite magnet is any outdoor landscape image inscribed with an inspirational message or Scripture verse.

Brian Baird, President

Brian Baird joined MagnetStreet in 1996 as national sales manager with the goal of growing the real estate and many other market sectors. Since then, growth has been rapid and the focus ever-changing. In his current role as President, Brian leads the organization by managing corporate growth of a company that has grown to over 150 employees. Brian strives to develop a talented employee pool, cutting-edge technology, constant improvement in products and services, and growing relationships with key suppliers. Prior to joining MagnetStreet, Brian worked in sales at a credit and marketing service firm related to the produce industry. Brian comes to MagnetStreet with a Masters in Missions from Trinity Evangelical Divinity School (Deerfield, IL) and a Masters in Business Administration from Northern Illinois University (DeKalb, IL). He is based in Wheaton, Illinois. Brian's favorite magnet is the annual Wheaton Hoops schedule, the basketball schedule of his alma mater, Wheaton College.

David Baird, Vice President of Marketing

As Vice President of Marketing, David Baird oversees all of MagnetStreet's marketing initiatives and product development projects. One key initiative was the origination of MagnetStreet Weddings, a division of MagnetStreet that launched in 2005 to serve the growing needs of the wedding industry. Previously catering primarily to businesses and organizations, MagnetStreet has expanded its marketing reach to help create awareness and promotion of life's most important events. Prior to his tenure at MagnetStreet, David's professional experience included working in sales for various mutual funds and finance companies. David has a Bachelor of Arts degree in Business Administration from Taylor University (Upland, IN). He is based in Blaine, Minnesota. David's favorite magnet is the annual Minnesota Wild hockey schedule.

Mark Syswerda, Vice President of Sales

As Vice President of Sales, Mark Syswerda oversees new customer acquisition efforts and expansion of products and services to MagnetStreet's existing customer base. MagnetStreet's sales group is committed to introducing MagnetStreet to a variety of new industries, and responding to all company-generated inquiries. Prior to joining MagnetStreet, Mark was a Regional Vice President for Van Kampen Investments, a Chicago-based mutual fund company. Mark holds a Bachelor of Arts in Mass Communications and an Associate's Degree in Business Administration from Taylor University (Upland, IN). He is based in Wheaton, Illinois. Mark's favorite magnet is his children's school calendar magnets with all the important dates highlighted; and of course, the annual Chicago Cubs baseball schedule.

