



Mark F. Sherwood **Vice President, Channel Partner Sales** **McGraw-Hill Construction**

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In his role as vice president, Channel Partner Sales, [Mark \(Rusty\) Sherwood](#) focuses on driving greater revenue and increasing market share through collaboration with partners, associations, and third parties to serve adjacent and local markets on behalf of McGraw-Hill Construction. Rusty has responsibility for building MHC's Channel Partner sales organization and for implementing its mission to create points of distribution (partnerships) nationally, and ultimately internationally to sell, resell, or repurpose MHC project, player, construction news, and analytics content to serve underserved target segment companies, as well as those businesses operating in markets adjacent to construction. Additionally, Channel Partners pursues opportunities with providers of complementary industry content who want to leverage the market reach of MHC's strategic and transactional sales organizations.

Rusty's construction industry experience spans 28 years, 11 of which have been spent in sales leadership roles at MHC. Most recently he was vice president of MHC's strategic & emerging markets team, a group which he founded in 2004 to develop and serve those domestic and international customers found within the finance, insurance, technology, and national equipment and product distribution markets. Rusty has led the development and growth of the Global Accounts team, and is the founder and chair of AEC Business Builder's Forum, a market insight consortium of senior marketing and business development executives of national and global AEC firms.

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.