

MPS Monitor Hires Long-Time Industry Veteran — Looks to Significantly Expand Its Presence in North America

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IDC'S QUICK TAKE

MPS Monitor has announced the appointment of Kevin Tetu as senior vice president of Sales and Partner Alliances. As the original architect and founder of FM Audit, Tetu brings extensive experience and expertise to MPS Monitor. The company has some ambitious goals that include reaching the market leadership position within the device management category, and Tetu's appointment is positioned as a key component of MPS Monitor's long-term growth strategy.

NEWS HIGHLIGHTS

On September 8, MPS Monitor announced the [appointment](#) of Kevin Tetu as senior vice president of Sales and Partner Alliances. In his new role, Tetu will spearhead sales initiatives across North America, with a focus on strengthening the company's partner ecosystem and driving strategic programs to increase dealer value and profitability.

Tetu's reputation and experience in the MPS space is well established. As the original architect and founder of FM Audit, which was acquired by ECI Solutions in 2011, Tetu has been involved in the device management space basically since its inception. In 2024, Tetu stepped away from ECI to pursue other business opportunities. With this recent appointment, Tetu rejoins a very mature printing market, with the bold goal of helping push MPS Monitor to the top of the food chain in the device management space.

Nicola De Blasi, chief strategy officer and founder of MPS Monitor, emphasized the importance of Tetu's appointment, noting that both leaders share a dealer-first mindset and a commitment to delivering impactful solutions for the channel. De Blasi described this as a defining moment for both MPS Monitor and the broader industry.

During a call with IDC analysts, De Blasi stressed the importance of Tetu's appointment in driving MPS Monitor's overall growth strategy. The company has seen significant wins recently as it continues to expand its presence in the global market, exceeding 20% year-over-year growth for the past several years. De Blasi points out that its expansion has been fueled by a heightened level of ambition to drive innovation and value while reinforcing its position as a recognized leader within the segment.

De Blasi claims that most of its competitors continue to operate with legacy technologies, while MPS Monitor has focused on differentiating its device management platform by investing in areas such as security, artificial intelligence (AI), and enabling strong interoperability with partners through its open systems architecture. Through this differentiated approach, De Blasi believes that MPS Monitor will continue to drive growth, and ultimately, to become the market leader.

To accelerate toward market leadership, MPS Monitor has identified a growth strategy built on three primary pillars: continued platform differentiation, dealer/partner expansion, and acquisitions. De Blasi says that MPS Monitor has a proven track record of delivering value and it plans to continue to advance its device management platform. However, it is within the second and third pillars where Tetu's appointment is expected to have the greatest impact. According to Tetu, the ability to facilitate key partnerships and establish long-term relationships within both the OEM and dealer channels is just as important as the technology itself, perhaps even more. MPS Monitor sees a strong opportunity to expand its presence in North America, particularly with the larger top-tier dealers, which De Blasi claims currently account for more than half of the footprint for device management installs.

IDC'S POINT OF VIEW

MPS Monitor has demonstrated a unique ability to drive continued growth despite challenging market conditions. Of course, the device management space itself has not realized the same type of expansion, which means MPS Monitor's growth has come at the expense of the company's competitors. According to *Worldwide and U.S. Document Solutions Software Forecast, 2025–2029* (IDC #US52137125, June 2025), the worldwide device management segment is expected to remain relatively flat, going from \$140.3 million in 2024 to \$143.2 million in 2029, at a CAGR of 0.4%.

Tetu brings extensive expertise to MPS Monitor, with a long history in the device management space that dates back to the early days of Print Inc. Over the course of his career, he has built a strong reputation for driving innovation and growth in the market, earning respect across the office equipment channel and among hardcopy equipment manufacturers. By leveraging these industry relationships, Tetu is well positioned to foster new partnerships for MPS Monitor, particularly with top-tier dealers — a critical factor in enabling the company to deepen its market penetration in North America.

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