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PRESS RELEASE

## NEW EMPLOYEE: TERRY POWELL, VP, BUSINESS DEVELOPMENT

**Portland, Oregon 2012** — Direct Marketing Solutions (DMS), a nationally recognized direct marketing leader, announced that Terry Powell has joined the company as Vice President of Business Development. DMS CEO Mike Sherman said, “We’re very excited to add someone of Terry’s depth of experience and industry knowledge, he is going to be a huge asset in our future growth plans. DMS prides itself on developing and maintaining lasting partnerships, this where Terry shines. We’re excited to have him join the team, he is a great fit.”

Terry sat down recently to answer some questions about his experience and offer insights into the direct marketing field.

Q: What is your background in marketing?

A: I’ve got over 20 years experience in integrated direct marketing, in which I’ve especially focused on:

- Defining client marketing challenges and implementing solutions
- Developing 1-to-1 marketing strategies that drive response, entice transactions and enhance the brand
- Leading account, data, digital, creative and production teams to successful, scalable, result-driven work
- Listening to my clients and putting forth a relentless effort to continually improve results

Q: What are your specialties?

A: I have decades of experience in financial services, healthcare, insurance and technology. I have also enjoyed significant exposure to the rapidly growing senior market with its associated products and services.

Q: What is your view on the current state of the DM industry?

A: 2012 and beyond represents an exciting period in direct marketing. Strategies that focus only on a single or limited number of outbound communication channels are a thing of the past. Marketers now understand they have to be “firing on all cylinders” to drive revenue. The once-fragmented family of direct, digital, social, outdoor and brand now must reside under the same roof and share accountability for a single report card. Anything short of this short-changes our clients. I’m excited to be at DMS, a context in which our capabilities and expertise allows us to “fire on all cylinders” for our clients.

Prior to joining DMS, Terry’s last two stops were at Rauxa a leading national integrated direct marketing agency where he was responsible for developing and growing new business relationships and Webtrend Direct, a single-source provider of direct marketing production services.

## **ABOUT DIRECT MARKETING SOLUTIONS**

Founded in 1982, Direct Marketing Solutions (DMS) is a full-service SSAE 16 certified direct marketing company offering complete DM services from concept to production to the mail stream, all under one roof. DMS engages clients throughout the lifecycle of integrated marketing campaigns from strategic planning through production and response data analysis, acting as an extension of its clients' marketing department. Located in Portland, Oregon, and serving national and regional clients in numerous verticals, DMS is the largest independent mailer in the Pacific Northwest.

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