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***For Immediate Release***

## **IWCO Direct Hires Alan Sherman as Vice President, Marketing Strategy**

Chanhausen, Minn. (February 23, 2016) — IWCO Direct, a leading provider of direct marketing solutions, announced Alan Sherman has joined the sales and marketing team as vice president, marketing strategy. Sherman's extensive experience in leading marketing strategy for consumer-focused campaigns makes him a strong addition to IWCO Direct's team.

A veteran of the direct marketing industry with more than 20 years of experience, Sherman will partner with Wes Sparling, also vice president of marketing strategy at IWCO Direct, to lead client campaign strategy and help guide creative execution and production of direct marketing campaigns. His leadership will be instrumental in helping to increase response rates, drive a higher return on marketing investment (ROMI) and ensure greater visibility for direct mail's powerful contribution in an effective multichannel marketing mix.

Sherman has a solid track record of leading consumer marketing for Fortune 500 companies, global agencies, top retailers and financial firms. He most recently held consulting and senior management roles with PwC (PricewaterhouseCoopers) and Experian Marketing Services. He has a Master of Business Administration degree in Marketing from Baruch College at the City University of New York (CUNY) and a Bachelor of Arts degree in History from Boston University.

**About IWCO Direct**

IWCO Direct ([iwco.com](http://iwco.com)) is one of the nation's largest providers of direct marketing solutions. Earning customers' trust by collaborating with North American marketers for more than 45 years, the company's full range of direct mail services includes one of the industry's most sophisticated postal logistics strategies. Guided by the "Power your Marketing<sup>™</sup>" approach, the company's Proprietary Intelligence model encompasses data, strategy, creative, execution and analysis to inspire performance across all marketing channels. Through Mail-Gard<sup>®</sup>, IWCO Direct offers business continuity and disaster recovery services that provide peace of mind in case of a business interruption. The company is ISO/IEC 27001 Information Security Management System (ISMS) certified through BSI, reflecting its commitment to data security. Stay current on direct marketing trends, industry news, postal regulations and more by subscribing to IWCO Direct's [SpeakingDIRECT](#) blog.

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