

Contacts

Debora Haskel, 952-470-3295, debora.haskel@iwco.com
Jeron Udean, 612-288-2414, jeronu@scgpr.com

For Immediate Release**IWCO Direct Hires Jamie Veltri as Vice President, Marketing Strategy**

Chanhausen, Minn. (January 08, 2020) – IWCO Direct, a leading provider of data-driven direct marketing solutions, announced Jamie Veltri has joined the marketing services team as vice president, marketing strategy. Veltri's extensive experience helping organizations use data-driven marketing strategies to spur response and increase revenue will bring deep insights to client campaigns.

With more than 20 years experience in strategic analysis and development, Veltri will partner with Alan Sherman and Wes Sparling, also vice presidents of marketing strategy at IWCO Direct, to lead client campaign strategy and help guide creative execution and production of omnichannel campaigns. Her 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 to effective omnichannel marketing.

Veltri has a solid track record in multiple industries, including finance, health, education, and nonprofit fundraising. She is highly regarded for her proven ability to develop and perfect operational processes to achieve long-term strategic objectives and short-term revenue goals—across direct mail, digital, print, DRTV, phone, and face-to-face media channels. Veltri has a Bachelor of Science in Business Administration degree with a concentration in Marketing and History from the University of Pittsburgh.

About IWCO Direct

As a leading provider of data-driven direct marketing solutions, [IWCO Direct's](#) Power your Marketing™ approach drives response across all marketing channels to create new and more loyal customers. The company's full range of services includes strategy, creative, and execution for omnichannel marketing campaigns, along with one of the industry's most sophisticated postal logistics strategies for direct mail. Through Mail-Gard®, IWCO Direct offers business continuity and disaster recovery services to protect against unexpected business interruptions, along with providing print and mail outsourcing services. The company is ISO/IEC 27001 Information Security Management System (ISMS) certified through BSI, reflecting its commitment to data security. Stay current on

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direct marketing trends, industry news, postal regulations, and more by subscribing to IWCO Direct's [SpeakingDIRECT](#) blog.

IWCO Direct is a wholly owned subsidiary of Steel Connect, Inc., a publicly traded diversified holding company (Nasdaq Global Select Market symbol "STCN"); Steel Connect, Inc. has two wholly owned subsidiaries, IWCO Direct and ModusLink Corporation. For more information, please visit [About Steel Connect, Inc.](#)

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