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For Immediate Release**IWCO Direct Expands Leadership Team to Drive Continued Growth**

McDonald, Smutny, Sondreal, and Sparling Named to Chief Officer Roles

Chanhassen, Minn. (October 12, 2022) – IWCO Direct, a leading provider of data-driven performance marketing results, announced today that it has expanded its leadership roster by naming a team of veteran leaders to Chief Officer roles, effective immediately.

- Ken McDonald has been named Chief Supply Chain Officer. In his new role, McDonald leads IWCO Direct's procurement and outsourcing teams and is responsible for maintaining best practices tied to contract activities, supplier performance and risk management, and enterprise logistics and transportation. Since joining IWCO Direct, Ken has successfully worked to optimize the company's supply chain while collaborating with both suppliers and clients to accelerate the company's growth.
- Melissa "Missy" Smutny has been named Chief Human Resources Officer. In her new role, Smutny directs human resources, talent acquisition, and environmental, health and safety activities. Smutny has a demonstrated track record of increasing human resources leadership responsibilities. She will ensure the company is fully staffed with high-quality teams working in a positive, safe, and inclusive environment.
- Pat Sondreal has been named Chief Production Officer. In his new role, Sondreal guides operations and client services teams in Minnesota and Pennsylvania, and also provides strategic direction for continuous improvement. In his eight years at IWCO Direct, Sondreal directed the company's operational transformation to a digital print-driven production platform that enhances the speed and flexibility for clients' direct mail programs.
- Wes Sparling has been named Chief Marketing Officer. In his new position, he leads teams responsible for marketing strategy, creative services, and data and analytics, helping clients improve performance across a range of one-to-one channels. An eight-year IWCO Direct veteran with more than 25 years industry experience, Sparling has led the growth of IWCO Direct's marketing services team since its inception.

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"Ken, Missy, Pat, and Wes have demonstrated the leadership skills and functional excellence needed to transform our company as we work to drive enhanced marketing performance for our clients," said Gary Masse, CEO of IWCO Direct. "I am confident that we have the right team to ensure our expanded products and services deliver the response, speed-to-market, and return on investment expected by our clients."

To learn more about IWCO Direct, visit: <http://www.iwco.com>.

About IWCO Direct

As a leading provider of data-driven performance marketing results, 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 direct marketing trends, industry news, postal regulations, and more by subscribing to IWCO Direct's SpeakingDIRECT blog and following the company on LinkedIn.

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