

# **Product Management – Who we are?**

## **Tom Foti, Executive Director**



### Mailing

- Elke Reuning-Elliott, Director
- Dan Bentley
  First-Class Mail, Political Mail, Election Mail

### Verdonna Hudson

First-Class Mail, Mktg Mail Parcels, BPM flats, CMM, RPN, Franked Mail, Free for Blind

- Steve Mills
  Mktg Mail High Density and Saturation;
  Catalogs
- Lyn Seidler
  Mktg Mail CR / reg. letters and flats; Strategy
  development
- Tonya Dodson
  Periodicals, Picture Permit, Simple Samples

# Lauren Williams Catalogs, EDDM



### Shipping

- Jay Smith, Director
  - Mary (Meg) Ballard First Class Package Service; Parcel Select PSLW; Ground Retail
  - Debbie Bell Priority Mail Express; Priority Mail
  - Bruce Klein USPS Returns/SBP; PRS; MRS; BPRS; FCPS; Package Intercept
  - **Corey Adams** USPS Returns/SBP; PRS; MRS; Parcel Select; PSLW; Ground Retail
- Denis Baranov
  Priority Mail Express; Priority Mail

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Matthew Simpson Media Mail; Library Mail; Bound Printed Matter; Parcel Airlift



## **Special Services**

- Dale Kennedy, Manager
  - Lynne Hallett Bus. Reply Mail, Certificate of Mailing, General Delivery, IMb Tracing, PO Boxes

### Crystal Essiaw

Certified Mail, Restricted Delivery, Signature Confirmation, Return Receipt, Non-Profit

### Paul Pruitt

Hold for Pick-Up, Pick-Up on Demand, Registered Mail, Special Handling, Collect on Delivery

#### Lauren Shaver

Money Orders, Address Correction Service, Insurance, Adult Signature, Mail Hold/Forwarding



Market Opportunity Product Position Strategic Vision

Performance Analysis Product Assessments Product Implementation & Performance Customer Experience Improvements Marketing Strategy Development



# **Product Management**

