

United States Postal Service®

# INDUSTRY ALERT

April 3, 2024

## Executive Director Announcement – Product Management Margaret M. Pepe

Margaret M. Pepe, Executive Director, Product Management is coordinating all activities for the Product Solutions team. She is now reporting directly to the Chief Customer and Marketing Officer.

In this role, Margaret is responsible for coordinating the activities of the following organizations within Product Solutions: Commercial Product Payment and Policy; Election and Government Mail Services; Pricing and Classification; Product Classification, and Product Management.

Margaret has over three decades of postal experience primarily in marketing and customer service. As Product Management Executive Director, she directed the strategic planning, product, and program management for the Mailing Services, Special Services, and New Solutions teams within Product Management including First-Class and Marketing Mail, over 40 special services, and USPS promotions and incentives accounting for \$52 billion in annual revenue.

Throughout her career, Margaret has worked with the industry to develop and execute strategies that strengthen the value of mail, enable innovation, and adapt to changing marketplace needs. She has overseen the development of new programs, resources, and solutions designed to increase mail usage from businesses of all sizes such as mailing promotions and growth incentives. Margaret's commitment extends to educating the next generations of marketers on the value of mail and omni-channel campaigns through outreach and collaboration with colleges and educational organizations. Her prior responsibilities include Area Marketing Manager, Manager Retail and Post Office Operations, Manager Customer Outreach and Manager Stamp Products. She is a graduate of the USPS Executive Foundations and Advanced Leadership programs, and she is a certified Lean Six Sigma Green Belt.

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