

United States Postal Service®

INDUSTRYALERT

May 23, 2024

Executive Appointment – Margaret Pepe, Executive Director, Product Solutions

Margaret Pepe has been appointed to the position of Executive Director, Product Solutions. In this new position within the Customer and Marketing organization, Margaret will report directly to Steve Monteith, Chief Customer and Marketing Officer and Executive Vice President, and will lead, direct, and coordinate the activities of the Product Solutions group that consists of Election and Government Mail Services, Product Management, Commercial Product Payment and Policy, Product Classification, and the Pricing and Classification Service Center.

In this role, Margaret is responsible for formulating key strategies and initiatives for products offered across the enterprise, including development of new products and programs that strengthen competitive positioning, meet customer needs, and generate revenue. She will be responsible for identifying and evaluating opportunities to create future solutions to grow and retain mail volume, protect revenue, and bridge the gap with external business customers.

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 Mail 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. She has previously served in managerial positions including Area Marketing Manager, Manager Retail and Post Office Operations, Manager Customer Outreach, and Manager Stamp Products.

In 1993, Margaret joined the Postal Service as a distribution window clerk at the Ravena, NY Post Office. She is a graduate of the USPS Executive Foundations and Advanced Leadership programs and completed the Senior Executive Assessment Development Center program. She is also a certified Lean Six Sigma Green Belt.

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