## United States Postal Service

## **INDUSTRYALERT**

**September 16, 2024** 

## **Organizational Realignment—National Sales**

One of the core tenets of the *Delivering for America* (DFA) plan has been to increase USPS revenue by aligning the Postal Services' sales strategies with the new capabilities provided by our transformed network. Over the last twelve months, the Postal Service has conducted a thorough diagnostic of our sales strategies. We are implementing new account management strategies and realigning our sales workforce. As we begin the initial phase of implementing our new sales strategies, Postmaster General, Louis DeJoy is appointing Bill Fraine to the position of Senior Vice President, National Sales, and he will report directly to PMG DeJoy. This organizational change will enable the Postal Service to maximize its revenue strategies and growth potential.

Shavon Keys, Vice President of Sales, will report directly to Bill Fraine in his new role as Senior Vice President, National Sales. She will continue to drive the development and implementation of organization-wide sales strategies with a renewed focus on growing our market share within our competitive products and enhance our relevance in the marketplace.

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