



KPI HIRES BECCA SHAW AS ACCOUNT MANAGER

Big Pharma. Big Brands. Big Results. Becca Shaw is a powerhouse when it comes to launching products, building brands and boosting sales. This pharmaceutical professional has managed multi-million dollar, multi-channel brands (direct, retail and trade) for leading health and beauty organizations.

At KPI Direct, Becca provides day-to-day account management services. She helps clients reach their business objectives by developing customized plans, making real-time adjustments, optimizing media, leveraging subject matter experts and then meticulously watching over every detail. This skincare pro helps companies avoid bumps along the road and delivers them on the path to clearer profits.

Becca most recently served as director of sales and marketing Stiefel, a GSK company and global leader in the dermatology field. There, she worked closely with strategic partners to build a scalable direct response platform and successfully managed the firm's first launch into direct response marketing.

When she's not cheering on her beloved Oklahoma State Cowboys, she spends time with her family--her husband, two daughters and "son" Baxter, a shih tzu and true momma's boy!

About KPI Direct

KPI Direct is an integrated direct marketing and brand management agency. Its turnkey KickStart™ and ProfitMax™ programs help advertisers quickly launch products to consumers and increase profitability. KPI Direct centrally manages multi-channel campaigns that span live TV shopping, radio, print, web, retail, and short- and long-form DRTV television (infomercials). The agency is a member of Direct Response Marketing Alliance (DRMA) and the Electronic Retailing Association (ERA). KPI Direct is headquartered in Portland, ME with an office in Atlanta, GA. Visit www.kpidirect.com.

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