



## **KPI DIRECT ADDS BETH HUMPHREY TO ACCOUNTING TEAM**

*Direct marketing agency adds accounting pro to expanding employee roster*

**PORTLAND, ME - September 14, 2009** - KPI Direct, a direct marketing and brand management agency, hires Beth Humphrey as accounting and reporting coordinator.

Scott Badger, president of KPI Direct states, “Succeeding in advertising requires having a firm handle on the numbers. Beth is skilled at turning accounting data from multiple vendors—such as call centers, media buyers and fulfillment houses—into actionable information. In turn, we can deliver greater transparency and profitability to clients.”

Most recently, Humphrey worked at Maine Conference United Church of Christ where she performed a variety of accounting duties including: bank and general ledger account reconciliations, payroll, auditing and reporting.

In her new role, Humphrey performs detailed campaign audits, reports and account reconciliations for clients. Humphrey works in the firm’s corporate office in Maine.

### **About KPI Direct**

KPI Direct is a direct marketing and brand management agency that develops and manages marketing programs in the beauty, health and wellness industries. 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 the Electronic Retailing Association (ERA). KPI Direct is headquartered in Portland, ME with a satellite office in Atlanta, GA. Visit [www.kpidirect.com](http://www.kpidirect.com)

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