



KPI DIRECT HIRES MICHELLE FREDERICK AS OPERATIONS MANAGER

Despite Economy, Direct Response Leader Invests in Team to Better Serve Clients

PORTLAND, ME – March 1, 2010 - KPI Direct, a direct marketing and brand management agency, hires Michelle Frederick as operations manager. Michelle brings six years of call center operations management experience to KPI Direct.

Scott Badger, president of KPI Direct states, “In these tough economic times, our clients demand accountable advertising campaigns that maximize profits. We continue to hire talented professionals, like Michelle, who broaden our expertise and help provide successful revenue-generating promotions for our clients.”

In her new role, Michelle is responsible for setting up the back-end operations for client advertising campaigns. These performance management activities include working hand-in-hand with call centers, overseeing SKU and order management systems and providing decision support to clients. Throughout each campaign, Michelle oversees every facet – the seamless transfer of data, integrating various systems and teams, and ensuring successful technology transfer and detailed reporting. Frederick works out of the firm’s corporate office in Portland, Maine.

Prior to KPI Direct, Michelle worked for Mountain Valley Teleservices, starting as a sales agent and working her way up to operations manager, eventually finding her ‘sweet spot,’ managing human resources and customer service functions.

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

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