



Direct Group

**Data Processing Programmer Analysts
Client Relations Account Managers**

Due to business growth we are seeking to fill several positions for Programmer Analysts and Client Relations Account Executives.

Programmer Analyst candidates will have experience in Data Processing and Postal Processing functional tasks along with a solid understanding of Data Processing workflow such as Data Hygiene - Right fielding, match/consolidate, casing, suppression processing, etc. Also Postal Processing - Convert, CASS, Sort, NCOA

Client Relation Account Executive candidates will have experience in overall day to day communications with our clients, coordination and internal facilitation of client-specific business rules, processes, and requests. These positions are responsible for the client relationship, including understanding the clients' business needs and championing the overall handling of their account.

Direct Group offers competitive salaries and benefits package plus an opportunity to grow with a dynamically expanding organization.

Please send your resume to: tom.melfe@directgroup.net or mail it to:
Tom Melfe
Direct Group
4 Applegate Dr.
Robbinsville, NJ 08691

EOE M/F/D/V

Sales Professional

Sales opportunity for the independent salesperson that is a take charge individual. NYC based print contractor looking for the right individual with DM, Commercial & POP sales. Base + comm. + benefits.

Contact in confidence Marvin Deitch PMG Services, Inc. 212 633 0393
mdeitch@pmgservices.net

analytic Recruiting Inc.

Specialists since 1980 in the recruitment of Marketing Professionals nationwide.

- MARKET RESEARCH
- DATABASE MARKETING
- MARKET/SALES ANALYSIS
- MARKETING MANAGEMENT

144 East 44th Street, 3rd Floor
New York, NY 10017
(212) 545-8511

www.analyticrecruiting.com



Direct Mail Jobs

Your flexible business partner to source and place *Direct Mail / Marketing* professionals:

- Because Talent Matters**
- ✓ Salespeople
 - ✓ Programmers
 - ✓ Operations Managers
 - ✓ Lettershop Professionals
 - ✓ Client Service/Account Managers
 - ✓ DM Professionals and Executives
- Toll-free: (866) 306-0034
info@directmailjobs.com
www.directmailjobs.com



NATIONWIDE EXECUTIVE RECRUITING
DIRECT MARKETING &
INTERACTIVE SPECIALISTS

- Analytics
- Database Marketing
- Ecommerce
- Fulfillment
- Info Technology
- Marketing
- Merchandising
- Operations
- Production
- Sales

Victoria James
President

Victoria James
EXECUTIVE SEARCH, INC.

17 North Avenue • Norwalk, CT 06851
203 750-8838 Phone • 203 750-8831 Fax
vjames@victoriajames.com
www.victoriajames.com

PeopleNews



Steven Topper (1)



Chris Berger (2)



Gregor Angus (3)



Bob Brolund (4)

› EURO RSCG DISCOVERY GROUP has appointed Steven Topper (1) as marketing director. He had been a strategic consultant at Experian.

› PUBLICIS has hired Chris Berger (2) as VP, integrated production director. He had been experience director at JWT.

› SMITH BROTHERS AGENCY LP has hired five new employees: Joel Dinkel will join as interactive designer, Jason Head has been named HTML developer, Rebecca Proser will become the new interactive account manager, Zachary Weston has been named IT manager and Kristia Korade will become office administrator.

› THE HEALTHCENTRAL NETWORK has appointed Peter Horn as chief revenue officer. Previously, Horn led one of Microsoft's regional sales teams.

› LEVELVISION has named Larry Lux VP of operations and Bob Lang CTO. Lux had served as a partner at 1st Capital Corp.,

while Lang was an engineering executive manager at Fidelica Microsystems.

› COSSETTE COMMUNICATION GROUP has promoted Gregor Angus (3), a member of its executive team, to COO for the UK.

› PUBLISHING GROUP OF AMERICA has appointed Bob Brolund (4) COO and CFO. He had held the same position at Ocean Designs. The company also has promoted Charlie Cox, Jerry Lyles, Steve Minucci and Greg Coble to SVP positions.

› TSAVO AGENCY has hired Steve Schepke as GM. He had been director of sales at Commission Junction.

› JAVELIN DIRECT has hired Anne DeLorenzo as SVP, managing director. She had been responsible for the Qwest Communications account at Drafftcb.

› DMW WORLDWIDE LLC has hired Raya Jenkins as a designer and Elaine Watson as an administrative assistant.

ExpertAdvice

Jerry Bernhart, Principal, Bernhart Associates Executive Search LLC



How has the business of direct marketing changed, and how should firms change their hiring strategies?

The business landscape is changing, and tremendous opportunity awaits those who adapt to these new realities and make talent priority No. 1. Most employers feel that one of their biggest challenges is attracting the right people. If it's challenging now, just wait until the economy rebounds and direct marketers start scrambling to fill critical positions.

New technologies, the impact of competition, the growing propensity for workers to switch from one company to another and the shifting power of customers and marketers will reshape and transform the direct marketing workplace. Talent is now the critical driver of corporate performance, and the differential value of highly talented people continues to increase.

I hear examples of it every day. For example, a highly talented circulation analyst can easily improve the return on a catalog's marketing spend 10% to 20%, compared with someone who possesses only mediocre skills.

Many direct marketing companies still struggle with talent management. Even fewer have a well-defined recruiting strategy. Winning the battle to attract the best and brightest will require a total change in mindset. No longer can you think of your employees as loyal subjects who think their jobs are secure; everyone now thinks short-term. No longer can you treat everyone as equally capable; you should identify your "A," "B" and "C" employees and invest in them accordingly.

Finally, it will take more than just standard compensation packages to attract "A" players. To attract the best you must break the rules because talented people will demand much more. ■

SEND US YOUR QUESTIONS If you're looking for your next career move, or you're a recruiter grappling with the talent crunch, our experts can help. E-mail careers@dmnews.com.