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For Immediate Release

IWCO Direct Hires Wes Sparling to Lead Client Campaign Strategy

Chanhausen, Minn. (May 8, 2014) — IWCO Direct, a leading provider of direct marketing solutions, announced Wes Sparling, a direct marketing industry veteran, has joined the sales and marketing team as vice president, marketing strategy. Sparling will lead client campaign strategy development to help guide creative execution and production. He will also support and enhance IWCO Direct's efforts to create new service offerings and best-in-class customer experience.

Sparling brings a wealth of direct marketing experience to IWCO Direct. He has held leadership roles in agency and corporate settings, as well as founding a direct response marketing agency and providing consulting services to RR Donnelley. Most recently, Sparling was group account director at Direct Partners, Inc. His strategic vision and creative direction has helped clients in the telecommunications, financial services, insurance and related vertical markets raise hundreds of millions of dollars in revenue. He holds a Bachelor of Fine Arts degree in Advertising Design from Grand Canyon University.

About IWCO Direct

IWCO Direct (iwco.com) is one of the nation's largest providers of direct marketing solutions. Earning customers' trust by collaborating with North American marketers for more than 40 years, the company's full range of direct mail services includes one of the industry's most sophisticated postal logistics strategies. IWCO Direct pioneered commingling more than 15 years ago and continues to compress time-to-market and revolutionize in-home delivery targeting with DMLogicTM. Guided by the "Power Your MarketingTM" approach, the company produces highly personalized paper-based and digital marketing programs with impactful design, disciplined execution and measurable response to inspire performance across all marketing channels.

Through Mail-Gard[®], IWCO Direct offers business continuity and disaster recovery services that provide peace of mind in case of a business interruption. The company is ISO/IEC 27001 Information Security Management System (ISMS) certified through BSI Group America Inc., reflecting its commitment to data security. Stay current on direct marketing trends, industry news, postal regulations and more by subscribing to our [SpeakingDIRECT](#) blog.

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