

Contacts

Debora Haskel, 952-470-3295, debora.haskel@iwco.com
Jeron Udean, 612-288-2414, jeronu@scgpr.com

For Immediate Release**IWCO Direct Adds Advertising Agency Veteran Tedd Aurelius as Vice President of Sales**

Chanhausen, Minn. (March 28, 2018) —IWCO Direct, a leading provider of data-driven direct marketing solutions, today named Tedd Aurelius as vice president of sales. Aurelius will partner with current vice presidents of sales, Tom Hexamer and Jim Leone, to help lead IWCO Direct in creating new and expanded client engagements, and delivering on the company's commitment to providing the highest level of service and results.

With three decades of leadership experience at full service advertising and marketing agencies, Aurelius brings a successful track record of driving the development and execution of marketing strategies. His past work has centered on establishing distribution channels, creating marketing and advertising communications, and building customer relationship management processes. Aurelius' expertise will help IWCO Direct attract new clients, strengthen existing relationships, and drive greater awareness and use of IWCO Direct's sophisticated suite of data-driven direct marketing and direct mail services.

Aurelius spent the bulk of his agency career at The Martin Agency, where he led many notable accounts including UPS, Pizza Hut, BF Goodrich, and PING. He was most recently vice president of marketing and advertising for CapCenter in Richmond, Virginia, where he was responsible for the real estate and mortgage lending lines of business. He has also held senior positions at Thomas & Perkins Advertising and ARTComm, among others. Aurelius is a former member of the Board of Governors for the International ECHO Awards of the Data & Marketing Association (formerly Direct Marketing Association), and has been a guest speaker at multiple universities.

About IWCO Direct

As a leading provider of data-driven direct marketing solutions, [IWCO Direct's](#) Power your Marketing™ approach drives response across all marketing channels to create new and more loyal customers. The company's full range of services includes strategy, creative, and production for multichannel marketing campaigns, along with one of the industry's most sophisticated postal logistics strategies for direct mail. Through Mail-Gard®, IWCO Direct offers business continuity and disaster recovery services to protect against unexpected business interruptions, along with providing print and mail outsourcing services. The company is ISO/IEC 27001 Information Security Management System (ISMS) certified through BSI, reflecting its commitment to data security. Stay current on direct marketing trends, industry news, postal regulations and more by subscribing to IWCO Direct's [SpeakingDIRECT](#) blog.

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IWCO Direct is a wholly owned subsidiary of Steel Connect, Inc., a publicly traded diversified holding company (Nasdaq Global Select Market symbol "STCN"); Steel Connect, Inc. has two wholly owned subsidiaries, IWCO Direct and ModusLink Corporation. For more information, please visit [About Steel Connect, Inc.](#)

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