



Canada Post

Nov. 10 2010

Presentation to York University to high volume mailers

“how to get your academic message to your academic audience”

## Speakers Bio's:

**Rick Lehmann, Director, Business Development for the Utilities & Government Verticals** Rick joined Canada Post in February 1987 as an Operations Engineer and has subsequently held positions in Transportation; IT; Supply Chain Logistics, International Sales and as Director, Public Sector sales .

Prior to joining Canada Post, Rick worked as an Industrial Engineer for Colgate Palmolive and Lever Detergents focussing on Inventory Control and JIT applications for Supply Chain.

Rick had served on the board for St John Ambulance for five years and holds an Engineering degree and has recently completed the Queen's Executive Management program.

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### **Andrew Gordon, Senior Advisor, Direct Marketing - Canada Post**

Prior to Canada Post Andrew was a Senior Marketing Manager at Loyalty One/AIR MILEs supporting the BMO Bank of Montreal business, and prior to that spent time at both DraftFCB and Canadian Tire in various Account and Marketing Management roles working on brands like CIBC, AeroPlan, World Wildlife Fund and Canadian Tire Money. Andrew is a seasoned Direct, Loyalty and CRM marketing practitioner.

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### **Jamie Briggs, Strategic Business Development Manager – Parcel LoB at Canada Post**

Prior to Canada Post Jamie ran an international supply chain division in the defence/military sector. With years of experience on ‘the other side of the desk’ he has been able to build logistics solutions for some of North Americas largest firms focusing on customer experience and cost reduction. Jamie has also been certified by Canada Border Services Agency as qualified under the rules & regulations of cross border trade.

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### **David LaMarche, Account Executive – Canada Post**

David

joined Canada Post in October 1998, as a manager, Business Marketing. Currently, an account executive for the Commercial sector. Responsible for such accounts as: American Express, CIBC, Scotiabank, ING, JPMorgan Chase and large non for Profits and Universities.

In his twenty-five plus years of successful marketing and sales management he has held executive positions with a number of multi-national corporations like Dun & Bradstreet, AT&T and Sprint in the business information, telecom and is now with Canada Post.

Prior positions included Director of Sales and Marketing at Sprint and Fonorola, David was President of the Direct Marketing Association of Toronto. He served on the Board of Directors for the Canadian Marketing Association (CMA) and on the board of advisors for the Association for the Advancement of Relationship Marketing (AARM).

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