



Lockard & Wechsler Direct adds Director of Business Development to Their Team

FOR IMMEDIATE RELEASE:

Irvington, NY (December 5th, 2016) – Lockard & Wechsler Direct announces the addition of Bill Sullivan as Director of Business Development. Bill joins LWD from New Jersey-based JL Media, where he built significant direct response capability over the past five years. Bill will be working directly with LWD’s executive committee to identify and develop new growth opportunities.

Members of the Executive Team include Dick Wechsler, Founder and CEO; Asieya Pine, President; Jane Fischbein, Executive Vice President, Chief Financial Officer; Rene Munoz, Executive Vice President, IT and Research; Carolyn Sura, Executive Vice President, Media Director; and Ben Speight, Executive Vice President, Client Services.

According to Wechsler, “Bill’s knowledge and reputation are an exceptional compliment to the philosophies and needs here at LWD. He has 30 years of experience building and managing a wide range of DR accounts. He has deep experience in radio, digital and TV, which will be of significant value to our existing and new client base. We’re thrilled to have him with us.

About Lockard & Wechsler Direct

Founded in 1967, Lockard & Wechsler Direct (LWD) is a fully integrated direct marketing agency. LWD serves clients with its robust media and creative capabilities supported by a research and analytics tool chest that includes proprietary media planning and buying technology. In the past 15 years, LWD billings have grown from \$20M to \$450M. For more information, please visit www.lwdirect.com.