

United States Postal Service®

INDUSTRYALERT

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Product Management Executive Appointments

The following key USPS Product Management Executive appointments were announced at the August Mailers Technical Advisory Committee (MTAC) meeting.

- Elke Reuning-Elliott – Director, Product Management Mailing
- Jay L. Smith – Director, Product Management Shipping
- Dale Kennedy – Manager, Product Management Special Services

The USPS has been discussing the need for product management leadership with the industry for some time. The purpose of this Product Management Team will be to ensure USPS mailing and shipping products and services continue to add value and meet customer needs. Most importantly, these individuals will serve as advocates of their respective areas to work with key internal stakeholders and industry and business partners to grow the mailing industry. Some details about these individuals:

Elke Reuning-Elliott – has been with the USPS for more than 17 years and was most recently the Manager, New Solutions where she managed programs to bolster the First-Class Mail value proposition through technology innovation and strategic pricing incentives such as Mailing Promotions. Her tenure with the USPS includes all aspects of product management and product strategy development for domestic and international products. She will be responsible for the management of all mail products (First-Class Presort, Single piece First-Class Mail, Marketing Mail, catalogs, saturation products, Periodicals, etc.) and the development, implementation and coordination of strategies consistent with long-term organizational goals that optimize volume, revenue and contribution. Elke has a Ph.D. in Management and International Business, and an MBA from Old Dominion University and is a graduate of the Advanced Leadership Program.

Jay L. Smith – has been with the USPS for 23 years with much of his experience in the Sales organization. Most recently he was Manager of Strategic Account Operations where he led a team to close new sales opportunities and manage relationships with many of the largest domestic ecommerce companies. He has played a vital role in the development of innovative new products such as Parcel Select, Same Day DDU Entry, Parcel Select Sunday Delivery and a number of other initiatives. Additionally, he has effectively negotiated several Package Service NSA's, Customized Delivery Agreements and Marketing Agreements. He will be responsible for the management of all shipping products and the development, implementation and coordination of strategies consistent with long-term organizational goals that optimize volume, revenue contribution and drive business performance within the shipping market. Jay has a Bachelor's degree from Central Michigan University and is a graduate of Management Leadership Program, Sales Advanced Leadership Program, Advanced Leadership Program and Lean Six Sigma.

Dale Kennedy – has been with the USPS for 33 years during which time he has worked in Mail Processing, Retail, Sales and the Business Service Network at the local, District and Area levels before

moving to Postal Headquarters in 2011. Most recently Dale has served as Manager, Industry Engagement Strategy responsible for the Mailers Technical Advisory Committee (MTAC) and managing customer service support for members of the mailing industry. He has also worked in executive assignments as Consumer Advocate/Customer Relations Manager and has worked extensively on the USPS corporate strategy for Social Media engagement. He will be responsible for the management of special service offerings and the development of strategies to maximize revenue growth and add value to core mailing and shipping products. Dale has a Bachelor's Degree in Business Administration and a Master's Degree in Public Administration from the University of Arkansas – Little Rock. Dale earned a Graduate Certificate from Marymount University in Virginia for the study of Leadership and Organization Change and is a graduate of Advanced Leadership Program and is Lean 6 Sigma Green Belt Certified.

All three of these executives will report to Thomas (Tom) J. Foti, previously announced in July as the new Executive Director, Product Management, in the Marketing Group.

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