

HARTE-HANKS PROMOTES SIMPSON TO MARKETING V.P



Harte-Hanks, Inc., a worldwide direct and targeted marketing company, announced Jeff Simpson has been promoted to senior vice president, marketing strategy and customer insight, with Harte-Hanks Direct Marketing.

Simpson has served with Harte-Hanks for more than two years and, according to the company, his charge will be the delivery of client-specific multichannel strategies that are based on customer insights.

Simpson came to Harte-Hanks from the client side, as the former vice president of marketing for Belk Department Stores. He has had responsibility for the creation, execution and delivery of a wide variety of marketing, media, research and promotional programs. Prior to his tenure at Belk, Simpson worked with leading retailers and brands, among them Saks Department Store Group, Apple, State Farm Insurance, Nike, Adidas, Budweiser and BellSouth.

"Jeff makes a difference for Harte-Hanks and our clients," said Gary Skidmore, president of Harte-Hanks Direct Marketing. "He has helped many of our clients win in the marketplace by leveraging new media channels, while not losing sight of the fact that today's customers are truly multichannel."

Harte-Hanks provides direct marketing services and shopper advertising opportunities to local, regional, national and international consumer and business-to-business marketers.