

# DRMA DRMA News

By Thomas Haire and Doug McPherson

### Rick Shiu, Former Beachbody Media Exec, **Opens InQuest Communications**

LOS ANGELES - Rick Shiu, who since 1995 has managed nearly \$1 billion in DRTV media across dozens of categories - most recently as vice president of media for Beachbody announced the launch of InQuest Communications in early August. The

company, self-described as a "premier direct response marketing and media company, helping bring new products and services to the public through direct sales," joined the Direct Response Marketing Alliance (DRMA) shortly thereafter.

Shiu, who managed media for such



hit Beachbody campaigns as P90X and Insanity, not only has experience on the agency side, but also the station side, serving stints at K101 and KCBS in San Francisco earlier in his career.

"My experience in launching campaigns can

help marketers take their ideas and make them a reality," said Shiu. "We help marketers through production, product development, sourcing, inventory management, warehousing/ fulfillment, credit card procession, teleservices and many other stages in preparing for optimized success."



LOS ANGELES and ST. PETERSBURG, Fla. — Curtis Kleinman, vice president of business development for Swipe Payment Solutions, is proud to announce the release of a new E-book, "Show Me The Money #1," co-published with Irv Brechner of acquirgy. The book promises to reveal "little-known critical payment processing strategies for DRTV marketers."

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"I've seen so many horror stories of merchant accounts being turned off right in the middle of a highly successful DRTV campaign due to issues that could have easily been avoided," Kleinman said.

Adds Brechner, executive vice president at acquirgy, "For both new and experienced DRTV marketers, this E-book provides a thorough understanding of how merchant accounts work, and simple yet effective strategies you need to know.'

The E-book is available for immediate download at: http://SM9.acquirgy.net.

## a2b Fulfillment Set to Debut EZ START Program

GREENSBORO, Ga. — DRMA member a2b Fulfillment will soon unveil its new EZ START fulfillment program. Designed to simplify the DRTV start-up process, the company contends that EZ START is "easy to understand, easy to implement, and easy on your budget."

This all-inclusive program creates a package of the most popular back-end functions for DR campaigns, including fulfillment with same-day shipping, order management, customer service, payment processing, and system set-up and integration.

EZ START is designed for the campaign-testing phase, for start-ups of any size and for marketers moving to outsource fulfillment for the first time. A year ago, the company unveiled its comprehensive Canadian Fulfillment and Returns to Profit programs, making EZ START the latest in a series of service enhancements from a2b Fulfillment.

#### Response Magazine and the DRMA want to share your successes with the industry!

To be featured in DRMA News, send your press releases and case studies to Thomas Haire at thaire@questex.com.

SENSA PRODUCTS LLC announces a pair of promotions: Josh Butowsky to director of online media and Bethany Bec to senior marketing manager.

**MEDIA DESIGN GROUP names Adam** Roundtree its new director of business development.



**R2C GROUP** 

announces that Gary Pilla has been promoted to executive creative director.

THANE DIRECT announces the launch of an office

in Paris, France, which will be headed by teleshopping executive Marie Laure Barrau.

### **HAWTHORNE DIRECT** names Jessica

Hawthorne-Castro vice president of operations and client services, where she'll execute best practices in business operations and take on increased bottom line responsibility.

