



Shayne Walters
Vice President Business Development
PowerDirect Marketing

Shayne Walters, Vice President Business Development at PowerDirect Marketing, the nationwide leader in front door marketing programs, has over 25 years of experience in alternative, insert, out of home, and direct mail media. He was the founder Carmen's Cupones y Consejos (Carmen's Coupons, Tips and Advice), a leading national Hispanic focused co-op direct mail program that reached millions of Hispanic households. He was previously Director of National Sales for Money Mailer, LLC, the second largest co-op direct mail company in the nation. He began his career with R.R. Donnelley & Sons Company, the Chicago-based direct response catalog and magazine printer.

TUESDAY, August 10, 10:30 a.m.
General Session 6

Panel: Targeting Hispanic Shoppers at Home and In the Store

