

Company Overview

Redi-Direct Marketing, Inc. was founded in 1990 to help companies fully leverage the intelligence in their most valuable asset: customer and prospect data. Redi-Direct's StayinFront Inc. division has a strong global presence in over 40 countries providing industry leading CRM software, decision-support systems and eBusiness solutions. Domestically, Redi-Direct offers high quality list and data management services, relationship marketing solutions, multi-channel marketing campaign management, mail and fulfillment, digital printing, email deployment, web development and hosting. By working with Redi-Direct Marketing, companies streamline vendor management while gaining access to a broad array of tailored solutions that enable them to generate and nurture sales leads.

The Redi-Direct Marketing family of companies

StayinFront, Inc. - CRM systems and support

Redi-Data, Inc. - List and data services

Redi-Mail Direct Marketing - Multi-channel marketing deployment, mail and fulfillment, lists and data services

Dialog Marketing Services - Customer acquisition and relationship marketing, Multi-channel marketing campaign design

Headquarters - Fairfield, New Jersey

US - Florida, Illinois

Global - Australia, India, Ireland, New Zealand, Singapore, United Kingdom

Facilities - Over 325,000 square feet of global production and office space DEA and VAWD® certified for pharmaceutical sample fulfillment

Employees - 850

Financial - Privately owned

CEO - Thomas R. Buckley

Sample Client List

Pharma

Abbott
AstraZeneca
Bayer
GlaxoSmithKline
King
Medicis
Promius
Roche
Sanofi-Aventis
Sepracor

Consumer Goods

Advantage Sales & Marketing
DB Asia/Pac Breweries
Kimberly Clark
McCormick Spices
McKee Foods
Smith's Snack Foods

Financial

AIG
Bank of New York
Harris Direct
Liberty Mutual
Oppenheimer
Prudential
UBS Financial Services
Wells Fargo

Agency

CommonHealth
DDB&O
Devon Direct
G2 Direct & Digital
Healthworld
McCann
Ogilvy
Saatchi & Saatchi
Sudler/Hennessey
Torre Lazur

Other

AC Nielson
BMW
Covenant House
Memorial Sloan Kettering
Myron Manufacturing
NY Bar Association
Prudent Publishing
Weekly Reader
Xerox

Partners & Alliances

Microsoft

Dell

American Medical Association

American Society of Health-System Pharmacists

Motorola

Fujiitsu

American Dental Association

DataFlux

Hewlett Packard

Toshiba

American Osteopathic Association

United States Postal Service