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MeritDirect Launches New International Division with Karie Burt

(RYE BROOK, NY – Effective Immediately) – [MeritDirect](#) is excited to announce its newly formed **MeritDirect International Division** which will be headed by Karie Burt, and includes a sales presence in London. MeritDirect's first initiative will be launching OmniChannelBASE International, which will provide a multichannel state of the art database to global marketers.

MeritDirect is pleased to make the following additions to its staff:

[Karie Burt](#) has joined MeritDirect as Vice President, Data & Media Services. Karie comes to MeritDirect from Mardevdm2, where she was Senior Vice President. Karie began her direct marketing career in London in 1990, having always worked in the publishing arena. In 1997, she transferred from London to New York to run the North American operations of Mardevdm2, a division of the world's largest business information provider Reed Elsevier. She then assumed responsibility for Mardev's Asian operations and more recently with the merger of Mardev and DM2, additionally undertook responsibility for Global Operations and Chicago and London Sales. Burt's expertise is in B2B data, lead gen, demand gen and marketing automation and she specializes in working with US-based clients seeking to expand their business globally. She is well versed in European Data Protection legislation and advises clients on cultural aspects as well the optimum data driven solutions for targeting audiences outside the USA. She will be working from New York City and the UK and will be reporting to Rob Sanchez, CEO. Karie can be reached at 914.368.1129.

[Courtney Cope](#) has joined MeritDirect as Account Executive, Data & Media Services. She will be working in Chicago and reporting to Karie Burt. Courtney joins us from Mardevdm2, where she was the Manager of Client Services. Courtney has a vast knowledge of the industry from working with Mardevdm2 for over 14 years, where she held a variety of positions. After working as a Customer Service Representative for 9 years, she pursued her interest in sales and was hired as an Inside Sales Representative and later as a Marketing Services Specialist/Sales Analyst. This past year, she was promoted to Manager of Client Services, where she was responsible for the support and service for over 100 customers and oversaw complex internal and external client projects. Courtney can be reached at 914.368.1128.

[Azalia Allen](#) has joined MeritDirect as Account Executive, Data & Media Services. She will be working in Chicago and reporting to Karie Burt. Azalia was the Director of Sales working for Mardevdm2 and brings with her a wealth of experience. She was with Mardevdm2 for over 6 years and in that time, she helped generate new business and exceed new business goals by working closely with new brokers and direct accounts. In 2010, Azalia was invited to London and nominated for the RBI Achievement Award for Outstanding Employee and in 2011, she won #1 Salesperson of the Year. Azalia can be reached at 914.368.1127.

"Karie Burt is the perfect fit for the direction we are taking MeritDirect and we are excited that she has joined us to lead our global expansion. She is highly respected in the marketing community worldwide and we look forward to the knowledge and experience her and her team will bring to our company." says Rob Sanchez, CEO - MeritDirect.

"I am delighted to be joining MeritDirect, having long admired their leadership in the US multichannel marketing and services space. I am excited to help further their continued strategic growth by launching an International Division to capitalize on global markets." says Karie Burt, Vice President – Data & Media Services - MeritDirect.

For additional information from MeritDirect, please contact 914.368.1000.

About MeritDirect:

MeritDirect is a recognized leader in the B2B and B2C direct marketing industry, offering marketers integrated marketing solutions with an array of products and services. Mailers and list owners achieve a superior return on their marketing investment through MeritDirect's Customer Acquisition and Retention, Data and Media Services, Marketing Databases and Strategic Services Group.

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