

Donna Pickett Joins Cannella Response Television as Vice President of Performance-Based Media

BURLINGTON, WI, Jan. 11, 2011--- Cannella Response Television (www.drtv.com) announced today that Donna Pickett, a 24-year direct marketing veteran with Time Life and as an industry consultant, has joined Cannella Response Television as vice president of performance-based media. She will be based in Burlington and report to Rob Medved, chief executive officer.

“Donna Pickett is a successful, results-oriented direct marketing veteran with strong strategic vision, bottom-line orientation and hands-on operational strength,” Medved said. “She is a great addition to our management team and will drive our performance-based business to new levels of success.”

For the past 18 months, Pickett was a DRTV industry consultant. In that capacity, she played a key due diligence role in ZM Capital’s and Palladium Equity Partners’ major investment in Cannella Response Television, and went on to provide consulting services to Cannella.

Before opening her consulting practice, Pickett spent 21 years at Time Life, now known as Direct Holdings.

From 2005-08, she was Time Life’s senior vice president, corporate development. In this role, she was responsible for developing product, media and branding strategies to expand the company’s business beyond its core product lines, media channels and markets, and developed new vertical product categories and marketing through DRTV.

Earlier, as senior vice president, broadcast marketing at Time Life from 2003-05, Pickett developed a successful new DRTV strategy for the company.

As senior vice president, Time Life International from 1999–2003, she evaluated operations, recommended strategies and implemented best practices in offices in the United Kingdom, France, Germany, Netherlands, Mexico and Australia.

Other positions held at Time Life include vice president, customer marketing, Time Life Marketing Services; vice president, house file marketing, Time Life Music and Video Divisions; director - vice president marketing, Time Life Music; and director of print media and direct mail manager.

Pickett earned an MBA from George Washington University in Washington, DC, and a bachelor’s Degree in marketing and economics from Virginia Tech University in Blacksburg, VA.

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