

ZUZA Expands Its Enterprise Service Team

Written by Australian Business

(PRLEAP.COM) February 13, 2014 — San Diego, CA — ZUZA, provider of integrated marketing solutions that simplify managing and producing marketing communications, has welcomed Kathryn Justyn as its new Enterprise Solutions Executive. Kathryn brings decades of experience offering solutions to corporate executives to help them run their companies more efficiently. In her new role at ZUZA, Kathryn will help companies increase their marketing agility and productivity while reducing costs with ZUZA's marketing asset management (MAM) offering.

ZUZA MAM is designed to help companies greatly simplify delivering and managing marketing materials with an enterprise platform that is as easy to use as an online store. Staff in the field can log in from anywhere and help themselves to ordering and customizing brand-compliant collateral from pre-approved templates. ZUZA handles the production and fulfillment, freeing a company's internal marketing team to focus on other important activities. ZUZA MAM lets companies:

Manage an unlimited number of marketing pieces Automate the fulfillment of marketing collateral requests Enable on-demand customizing and production of materials for local needs Ensure brand consistency everywhere Maintain just-in-time inventories of always-up-to-date materials Track order history and usage by location to gauge the effectiveness of marketing assets Monitor materials costs in real time to control the marketing budget Kathryn is a San Diego area native. She has 21 years of experience working for companies providing services in the PEO (professional employer organization) industry. She was most recently at Insperity (formerly Administaff), where she worked in corporate sales from 1999 to January 2014. She holds a BA in business administration and a BS in computer sciences. She also completed an executive program at Bauer Business School to become a Certified Business Performance Advisor.

About ZUZAZUZA supports marketers to be Champions with a web-based platform that automates collateral management, including creating, producing and fulfilling customized marketing materials while ensuring a consistent brand. This powerful solution makes tailoring collateral for multiple marketing channels remarkably easy, fast and cost-effective. ZUZA's all-in-one marketing solution includes full-service printing and comprehensive mailing support from the company's state-of-the-art production facility, as well as complete inventory and fulfillment services. The company has headquarters in Carlsbad, CA and is located online at <http://zuzamam.com>