



Executive Biography: Bill Schmidt

Vice President Distributech LLC

Bill Schmidt is currently Vice President for Distributech LLC

Departing from the circulation department of the newspaper industry, Bill joined Distributech and the free publication business in 1991, starting as the Operations Manager in Philadelphia, which was the 2nd largest Distributech market in the country, at that time.

Bill managed Philadelphia operations until February 1997, at which time he was promoted to General Manager. Six months later, in August 1997, Bill was promoted to the position of Northeast Regional Director. In this position, Bill was responsible for achieving the Divisions revenue goals, while managing operations, and supporting our intercompany (Primedia/RentPath) titles.

In addition to now being Vice President, he continues as the Northeast Regional Director to lead the Northeast Region, which has expanded greatly over the years, to now include geography covering Boston to Virginia Beach, and west to Chicago.

Included in Bill's responsibilities, he manages Retailer relationships, as well as those with National clients.

For more information about Distributech visit www.distributech.net.