
Jeffrey W. Giordano
Chairman, Electronic Retailing
Association
President, Media Solution Services–
Bounty SCA Worldwide



Jeffrey W. Giordano currently serves as President of the Media Solution Services Group of companies (MSS), a wholly owned subsidiary of Bounty SCA Worldwide.

Founded in 1982, MSS promotes a broad array of goods and services via credit card inserts, co-op mailings, catalog blow-ins and print advertising. Under the Bounty umbrella it offers more than 70 proprietary media pipelines, together with over 2,000 other media programs.

Mr. Giordano joined Media Syndication Global (now part of the MSS group) in 1994 as Executive Vice President. In this position, he was responsible for defining the company's goals and positioning it for anticipated rapid growth. He focused on creating and implementing increasingly sophisticated financial and operational controls as well as significantly upgrading the company's management infrastructure and IT capabilities. The result was a 160% increase in revenues over five years and vastly improved margins, as well.

In 1999, the company decided to capitalize on the consolidation within the marketing service industry. Mr. Giordano engineered the sale of MSG to Bounty, part of the Snyder Communications marketing empire.

Before joining MSG, Mr. Giordano practiced law at the Los Angeles based law firm Fransell, Roberts, Strickland and Lawrence. He specialized in federal litigation and corporate representation. His clients included Los Angeles County, Orange County and, of course, Media Syndication.

An oft-quoted expert in direct response, Mr. Giordano serves as Chairman of the Board of Directors of the Electronic Retailing Association. In addition, several of his articles have been published in *Response* magazine as well as other trade publications. Mr. Giordano remains active in a variety of organizations and, in February 2000, was named CEO of the Month by the National Association of CEOs.

Mr. Giordano resides in Scarsdale, New York, with his wife, Nannette, and two daughters.

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