

THE HIGHLANDS GROUP

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FOR IMMEDIATE RELEASE

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The Highlands Group

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The Highlands Group, a sales and marketing firm that works with one of the largest and most diverse groups of manufacturers in the office products channel, is pleased to announce the addition of Cheryl Whyers to the company. Cheryl will be responsible for overseeing the newly developed eCommerce division.

Prior to joining The Highlands Group, Cheryl held a management role in the eCommerce division of a leading office products manufacturer, ACCO Brands. In this position, Cheryl led the internet marketing and business development strategies for 3 leading brands within the eTailer, superstore, commercial and wholesale channels.

Prior to this role, Cheryl led the Swingline brand in online marketing strategies with an account focus. Additionally she managed the Swingline website for over 7 years - winning the prestigious Web Marketing Association's Corporate Standards of Excellence award.

Cheryl was instrumental in implementing online category management best practices in several of ACCO Brands' large customers' eCommerce websites, which resulted in double-digit sales growth for both ACCO and the customers. This was particularly impressive given the downward trend of the economy during the same period.

Having strong experience in national online marketing and promotional planning, Cheryl has consistently driven incremental revenue with double-digit growth. She has exceeded set metrics in consumer participation for ongoing one-to-one marketing opportunities and consumer retention by leveraging cutting-edge technologies. Cheryl's understanding of online promotional development will be an asset to The Highlands Group's strategic clients.

According to Cheryl, "The Highlands Group is exactly the type of company for which I have been looking to work. The opportunity to share my extensive eCommerce experience and advanced internet marketing strategies with leading manufacturers is very exciting to me. The ability to do this with a rapidly growing company makes it the ideal opportunity."

For further information, contact Bob O'Gara, CEO at 678 244 3523 or go to our website at www.thehighlandsgroup.com