



**Henry Lewin
President and Founder
(and quintessential entrepreneur!)
Fulfillware**

Entrepreneur Henry Lewin, president and founder of Atlanta-based direct mail marketing firm Fulfillware, hasn't always been an entrepreneur. But he developed the proverbial "entrepreneurial itch" early on in life when as a boy he helped his father, who owned a car and truck tire sales business in Upstate New York.

It was a long time and several careers later, however, until Lewin started his own company, but each of his earlier jobs provided him with valuable business savvy that led to the success of Fulfillware, which he founded in 1993.

After Lewin's graduation from New York University with a bachelor's degree in finance and a master's degree in business administration (focusing on finance), he embarked on Career #1. Choosing the corporate route, he landed a job with Joseph E. Seagram & Sons as a strategic analyst for Europe and the Far East. After five years, Lewin left the company, his entrepreneurial blood finding the corporate world a bit too bureaucratic.

Not yet ready, though, to start out on his own, Lewin became an investment broker with Dean Witter Reynolds (now Morgan Stanley), enabling him to escape the corporate world without having to lay out the money to establish his own business. The new position matched Lewin's training in finance and investment, but the job's sales aspect wasn't a perfect fit and didn't hold the intellectual challenge Lewin was seeking.

So after more than six years with Dean Witter, it was time to embark on Career #3 and to exercise his ever-growing entrepreneurial itch. Following extensive research, Lewin decided to step out on his own through the purchase of a franchise. In 1989 he bought an existing Mail Boxes Etc. (MBE) store, and a second one the following year. (MBE was acquired by UPS in 2001; the stores are now operated under the name The UPS Store.) At MBE, he provided one-at-a-time services for individual consumers, and while he enjoyed running his own small business, he dreamed of something bigger.

Four years into his life as an entrepreneur, Lewin became intrigued when his wife, who ran her own communications firm, mentioned a project in which she was acting as liaison with a direct mail firm on behalf of a large client embarking on a direct mail campaign.

Following up on an urge to learn more, Lewin thoroughly researched the direct mail business and in 1993 purchased a small addressing machine, which he located in the basement of his home. Fulfillware was born, then, as a side business to handle business-to-business mailings of up to 5,000 pieces.

Lewin's immediate success with his new venture led him to move Fulfillware out of the house, and in 1994, he relocated the firm to a 1,500-square-foot office in Midtown Atlanta. In order to focus his energy on his new endeavor, he hired others to run his Mail Boxes Etc. stores, which he sold in 1998.

Under Lewin's leadership, Fulfillware has grown steadily in revenues and has expanded beyond traditional mailing and fulfillment service offerings, adding an array of creative print services. Today, clients can choose to partner with Fulfillware in the concepting, design, copywriting, printing and mailing of customized direct mail campaigns from 100 up to 500,000 pieces.

Serving some 160 active clients, and handling about 2,000 mailings a year from a 12,500-square-foot central Atlanta office/warehouse/production facility, the company's 2005 sales grew by 38 percent and are expected to top \$2 million in 2006.

Lewin also has recruited an enthusiastic team of experienced and dedicated professionals who manage Fulfillware's sales, technology, client service and production, and who work closely with Lewin to keep the business humming.

It is apparent that Lewin's combination of training in finance, coupled with the experience he gained in his previous careers, helped guide his entrepreneurial instincts. The result is Fulfillware, a rapidly growing direct mail marketing firm serving business organizations in Atlanta and throughout the United States and Canada.

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