

Mail Expert by Day, Angel DJ by Night

Martin (pronounced mar.teen) Gutierrez is mail manager in charge of all mailing processes at Lithexcel Communications Services Provider. Martin ensures that the company is up-to-date on all presort, non-profit, and standard mail requirements released by the U.S. Postal Service. He is also responsible for processing more than 300,000 pieces of presort and first class mail on a weekly basis. "Postal requirements change – on average – every six months. It is critical that I maintain an open line of communication with my postal service representative to make sure we are aware of any changes in the requirements, as well as any price adjustments that may be proposed."

“ My job is made easier because the hardware and software that drives our mail processes are state-of-the-art.” *Martin Gutierrez*

Martin has worked for LithExcel for more than 12 years and has been a disk jockey (DJ) since he was 16 years old. "It started as a hobby and evolved into a legitimate business."

Not limited to any single genre of music, Martin and his two younger brothers provide services for weddings, graduations, birthdays, private parties and other music events around New Mexico, as well as neighboring states. "Sound promotion is in our name, Angel DJ Sound Promotions. This is very important because this is the direction that we are moving in," said Martin. "I have been able to apply my experience and knowledge of direct mail and mail processing to develop new business leads and promote music groups."

"I was raised in Ponce, Puerto Rico during the 1990s where I was exposed to all kinds of music, ranging from hip-hop, reggae, house and freestyle to salsa and Merengue. Music is my passion. My own path has allowed me to spin my unique blend of music in some of the hottest clubs and special events. I'm very fortunate. I like what I do – on and off the job."

According to the U.S. Post Office surveys, 98 percent of consumers bring in their mail the day it's delivered, and 77 percent sort through it immediately.

The bottom line: even in today's world of digital, direct mail is an important component of the marketing mix and it should not be ignored, especially if your target audience is the Baby Boomers.



"That's why all our services are housed under one roof. As a full service, single source solutions provider, we know that by keeping everything under one roof, expenses are reduced and potential damage to the product is also reduced," said Waleed Ashoo, company CEO and president.

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