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Woody Norris Joins OSMG as Executive Vice President of Business Development

January 7, 2019 - Bentonville, AR - The OSMG leadership team is proud to announce that Woody Norris is joining our team as Executive Vice President of Business Development. Woody is well known in the industry as a highly driven and dynamic leader with extensive experience and an outstanding track record. He will be leading new business development, strategy and implementation for our national solution.

Woody joins us after spending many years with Acosta Sales and Marketing as their President of Business Development. Prior to Acosta, Woody spent 20 years at Crossmark, including 10 years as their President.



“Never before have we seen such dramatic shifts in the sales and marketing agency landscape,” said John Saidnawey, Chairman & CEO of JOH. “Over the past few years, we’ve seen our OSMG model continue to gain traction. We offer the best possible recipe for success, delivering excellence locally and centralizing services where needed. We are debt-free and constantly investing back into our business.”

“The timing is perfect to add Woody’s robust industry acumen, relationships and insight to our OSMG team,” says Bill Schraad, President & CEO of Schraad & Associates. “We have worked hard to become the industry’s most effective national solution and Woody will help us build upon our collective success.”

“We are thrilled to welcome Woody to our team,” proclaims Joel Barham, President & CEO of SellEthics. “Adding Woody is just one more indication of our willingness to invest in the best industry talent.”



“I’m looking forward to championing our compelling story,” says Woody Norris. “OSMG is winning because we focus on investing in our people and services to drive performance for our clients and customers. Having no

debt and no financial obligation provides OSMG the ability to attract and retain the very best in the industry. The future is very bright for our OSMG team!”

Woody will be working closely with all OSMG partners: JOH, SellEthics, Schraad, Mancini, and HS&R, as well as our Kroger and Walmart teams.

About OSMG

OSMG, founded in 2006, is a full-service broker specializing in headquarter sales support and nationwide, in-store retail services at Walmart and Kroger and all traditional supermarkets. Additionally, we cover select accounts in the mass, drug, dollar, alternative and club channels. OSMG is comprised of five extraordinary regional brokers with over 1,200 associates. Our combined forces provide one strong, coast-to-coast solution. The OSMG Mission is to provide the best headquarter sales and retail execution on a local or national level.