



Integrated Commerce Marketing Services

December 12, 2024

JOH is excited to announce the launch of its Integrated Commerce Marketing services, a new offering led by an internal team dedicated to helping clients create best-in-class marketing across physical and digital channels.

This expansion reflects JOH's unwavering commitment to driving growth for our clients. Building on its industry-leading brokerage services and innovative KartSmartr e-commerce offering, JOH's new Integrated Commerce Marketing team will collaborate closely with its brokerage teams to deliver integrated marketing solutions that complement clients' sales plans.

The Integrated Commerce Marketing team offers full-service commerce solutions, including:

- **Shopper Insights:** Utilizing best-in-class data platforms and market research to gain a rich understanding of shoppers and ways brands can meet their needs
- **Brand Strategy and Design:** Building insight-fueled brand foundations that break through competitive noise with compelling positioning, messaging and design
- **Commerce Marketing:** Crafting innovative campaigns across physical and digital channels to maximize marketing impact and deliver budget efficiency
- **Commerce Media:** Leveraging earned, owned and paid channels to intercept shoppers when and where they're most likely to buy
- **Digital Shelf:** Elevating online retail presence with content that converts shoppers by educating and inspiring them

Rooted in data, the Integrated Commerce Marketing team continuously analyzes marketing performance to deliver results and drive ongoing optimization.

"For over 68 years, JOH has believed that when our clients win, we win. This belief drives our relentless pursuit of innovative solutions to help them excel. Our new Integrated Commerce Marketing services are a natural extension of this philosophy, empowering clients to succeed in today's rapidly evolving retail landscape."

- Matt O'Hare, President & CEO



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Meet the Team

The JOH Integrated Marketing Commerce team is led by seasoned experts with over 50 years of combined CPG and agency experience.



JP Saidnawey, Team and Performance Lead, has spent the last 10+ years in a variety of marketing strategy and analytics roles focused on the CPG industry, having previously worked at Razorfish with brands such as The J.M. Smucker Company, Hy-Vee, Bacardi and Church & Dwight. JP leads the team with a commitment to helping JOH clients of all sizes harness the power of marketing to achieve growth for their business.

Amy Allen, Strategy Lead, has over 20 years of experience leading high-profile marketing initiatives that drive growth for companies ranging from DTC startups to Fortune 100s. She's held leadership roles at CPG companies like Newell Rubbermaid, Jim Beam and Solo Cup as well as agencies like Razorfish. Amy has deep expertise in building insight-fueled brands and bringing them to life in ways that meet consumers' needs.



Josh Lebowitz, Creative Lead, brings a strategic, imaginative approach to crafting creative solutions for marketing challenges. He has deep experience on both the retailer and CPG side of commerce marketing, having previously worked for Advantage Unified Commerce, VML Commerce and Arc Worldwide where he worked with brands such as Panera Bread, Smithfield and Family Dollar.

Rachel Decory, Digital Specialist, is a recent graduate with a degree in Communications & Digital Media. She most recently interned with the Buffalo Bills' business development team where she collaborated with partners such as Patrón, Tostitos, and Corona. Rachel brings a passion for emerging consumer trends, particularly in social media, ensuring clients stay ahead in the evolving digital landscape.



For inquiries, please contact:

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