

Kevin Warren Named UPS Chief Marketing Officer

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“With unprecedented demand from consumer and business customers, it’s critical for UPS to have a savvy leader driving innovative new marketing programs that support one of world’s most trusted and respected brands,” said David Abney, UPS Chief Executive Officer. “Kevin brings a wealth of experience to UPS with a strong global growth focus across multiple disciplines. He will guide critically important marketing initiatives as we continue UPS’s transformation.”

Warren will be responsible for all U.S. and international marketing, including the company’s product development, pricing, customer loyalty, industry segments, customer communications and public relations, among other functions. He brings extensive senior leadership experience to UPS and possesses a deep understanding of service-based businesses.

Most recently, he served as Executive Vice President and Chief Commercial Officer for Xerox Corporation, where he was responsible for worldwide channel strategy, salesforce effectiveness, and global client engagement for the company’s diverse portfolio of

hardware, software, and services. Prior to that, he served as president of the Commercial Business Group for Xerox’s services business, driving growth by pursuing new clients and expanding the services the company provides to current clients across commercial industries including: retail and consumer products, commercial transportation, travel, manufacturing, aerospace and defense, high-tech communications, and financial services.

Previously, Warren served as president of Global Growth Opportunities, responsible for accelerating revenue growth outside the United States. In addition, he had strategic oversight for two Xerox operating units, Global Imaging Systems and Xerox Canada, as well as leading the company’s 3-D printing strategy. He has also led the integration activity surrounding Xerox’s \$1.5 billion purchase of Global Imaging Systems. In 2007, he was named chairman, president and chief executive officer of Xerox Canada and in 2010, was named president of U.S. Client Operations.

Warren earned a Bachelor of Science in finance from Georgetown University and is an alumnus of the Harvard Business School, having completed the Advanced Management Program. He serves as a director of Illinois Tool Works and of Georgetown University, where he also chairs the audit committee. In addition, he is a current member of the Executive Leadership Council.

He has been named one of the top 100 most influential black executives in corporate America by “Savoy Magazine” and one of the 75 most powerful executives in America by “Black Enterprise.” In 2013, he was honored

with humanitarian awards from both the Young Presidents Organization and CADCA for his work in mentoring at-risk youth.

Source: [UPS](#)