



*For review*

## **One World Direct Appoints Roy Semplenski Vice President of Business Development**

Mobridge, S.D. – Aug. 19, 2009 – [One World Direct](#), a leading provider in integrated fulfillment, call center and e-commerce services, has appointed e-commerce industry veteran Roy Semplenski as vice president of business development. In his new role, Semplenski will leverage his extensive experience to help develop and expand One World Direct's call center account relationships, thereby allowing the company to focus more attention on the e-commerce and customer care needs that the industry demands.

One World Direct's call center is in the heart of rural America – Mobridge, S.D. The center follows an integrated system and is equipped to handle e-commerce accounts as well as the traditional call center portion of business. Employees who answer the phone are trained to be friendly, cheerful and considerate of the customer in all aspects of the call.

"'Rural Shoring' is a great alternative to off-shoring," said Thomas Unterseher, CEO, One World Direct. "Our call center is completely integrated to our e-commerce platform and our fulfillment center, which means we can compete on price and crush off-shore competitors in terms of performance. South Dakota is a great place for our call center, where the mid-western work ethic is alive and well."

Semplenski is a call center and e-commerce veteran, bringing a lifetime of experience to One World Direct. Beginning his career at Xerox, he has managed top-level, e-commerce initiatives. He also held senior positions at Precision Response, and most recently, Global Response, where he was vice president of business development.

"One World Direct offers all three integral pieces of the outsourcing puzzle," Semplenski said. "We have an extremely sophisticated in-house tech staff, a wonderful fulfillment center and a state-of-the-art call center. We do it all, and I am really excited to be a part of the team."

### **About One World Direct**

Founded in 1994, One World Direct has grown to become an industry leader offering direct-to-consumer e-commerce services to B2C clients on a global scale. With its headquarters in Mobridge, S.D., and a satellite operation in Los Angeles, One World Direct has demonstrated sound business strategy while providing its clients with an efficient way to deliver a consistent brand image to a variety of end consumers. The company's clients range from Fortune 500

conglomerates to small dot-coms, span many industries and represent market sectors that include health and beauty, fitness, vitamins and nutraceuticals, publishing, electronics and apparel. One World Direct is respected in the fulfillment industry and known for its flexibility, broad range of services and customized brand solutions. More information on the company can be found at: [www.owd.com](http://www.owd.com).

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