



ROY S. COOK

Roy S. Cook is Managing Director of Impact Media with over 30 years of product sampling and couponing experience. He is a leading authority in targeted door-to-door sampling programs and procedures.

Mr. Cook started at Procter & Gamble in 1963 as a sampling and couponing specialist for a range of P&G products. He then moved to Metromedia in the Metromail Division where he was one of their youngest Vice Presidents. He sold and implemented direct mail product introductions and roll-outs.

Since its founding in 1974, Impact Media has become one of the nation's leading door-to-door sampling companies. In the past 20 years, Mr. Cook and his partner, Vincent E. Cucci, Jr. have led their company in its distribution of hundreds of millions of samples for over 40 packaged goods companies. Mr. Cook is responsible for sales, marketing and demographic program development.



Mr. Cook is a member of the Product Sampling Council of the Promotion Marketing Association of America, the Association of Alternate Postal Systems and the Chief Executive Officers Club, San Francisco chapter . He lives in San Francisco with his wife Bernice.

IMPACTmedia

601 Montgomery St ste 111s, San Francisco, CA 94111, 415-765-5100

Fax 415-765-5101, Email rcook@impactmediasampling.com