Varsity Logistics Strengthens Partner Program with Director, Channel Sales and Marketing

Deana Tavolacci, former senior manager at MAPICS and NetVendor, joins Varsity Logistics. She will work closely with VarsityÂ s partners to increase awareness of VarsityÂ s suite of parcel and freight shipping software among iSeries-based organizations in the United States and Canada.

([PRWEB](#)) November 15, 2004 -- Varsity Logistics, Inc., the leader in multi-carrier shipping software for the IBM iSeries, today announced the appointment of Deana Tavolacci as director of channel sales and marketing.

Tavolacci brings to the company extensive experience in business development and partner program management.

Tavolacci is responsible for VarsityÂ s network of marketing and technology partners. She will work closely with VarsityÂ s partners to increase awareness of VarsityÂ s suite of parcel and freight shipping software among iSeries-based organizations in the United States and Canada.

Prior to joining Varsity, Tavolacci was responsible for the MAPICS, Inc. Certified Partner Program. During her tenure at MAPICS, Tavolacci enhanced and expanded the MAPICS partner network, implemented key operational processes, and increased program revenues 200% year-over-year.

Â Deana brings more than a decade of business development, management, and sales and marketing experience to Varsity,Â said Marc Herman, President and CEO of Varsity. Â Her ability to build partner relationships and drive creative marketing programs will benefit Varsity and our partners.Â

Â I am excited to put my industry contacts and marketing experience to work for Varsity,Â said Tavolacci. Â Varsity has a reputation in the logistics industry for exceptional products and service. I look forward to fostering a rich business development environment for our partners.Â

About Varsity Logistics
Founded in 1989, Varsity Logistics, Inc. is the leading provider of IBM iSeries and AS/400 shipping systems. Varsity's software supports the full spectrum of parcel, truckload and LTL shipments, including rate shopping, manifesting, parcel packing, international shipments and invoice auditing. Deployed in more than 1,000 North American distribution sites, Varsity helps organizations of all sizes improve shipping efficiencies, increase customer satisfaction and reduce shipping expense. Varsity is headquartered in San Francisco, California.
http://www.varsitylogistics.com.

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