



FOR IMMEDIATE RELEASE

## **BARTON COTTON SIGNS ROGER HIYAMA AS PRESIDENT OF THEIR FUNDRAISING DIVISION**

BALTIMORE – June 1, 2010

Barton Cotton, the industry leading, Baltimore-based firm that specializes in the nonprofit sector, has named Roger Hiyama as President of its Fundraising Division. Roger is charged with expanding Barton Cotton's fully integrated, data-driven business approach to fundraising for its high-profile roster of nonprofit clients.

Roger was most recently at Merkle, Inc. for 6-1/2 years where he served as Vice President, Strategy & Analytics. In this role, Roger developed individual campaign strategies as well as long-range strategic plans with his clients. He worked closely with the analytics team to develop custom predictive modeling solutions to optimize his clients acquisition, retention, major gift and planned giving programs. In addition, he developed mid-level donor, membership, and special event retention programs.

Roger brings to the position more than 28 years of successful database marketing and agency experience in both the fundraising and commercial markets. He has an extensive background in database marketing, predictive modeling, e-mail marketing and strategic planning. His career has included leadership roles at Wiland Services, Saturn Corporation, and Shop2u/Exmplar.

Commenting on his appointment as President, Roger said, "I had a terrific 6-1/2 year tenure helping Merkle build out their nonprofit agency business. I'm very excited to join Barton Cotton in a leadership capacity as we continue to develop fundraising solutions for our clients. Barton Cotton has long been an industry leader in providing nonprofits with high quality greeting card and premium-based programs that drive high response rates. But, they also have strong creative and analytical talent in-house. Barton Cotton has been re-energized under its new owner, Jim Moore – it's one of the primary reasons why I wanted to join the team! Also, our new facility offers great advantages by having all of our staff and manufacturing under one roof."

Roger is a member of the Advisory Council for the DMA Nonprofit Federation and is a frequent speaker and session moderator for educational events.

### **About Barton Cotton**

For the past 82 years, Barton Cotton, one of the nation's leading marketing firms, has proudly served over 150 high-profile, nonprofit organizations. With full-service capabilities including strategy, analytics, creative, affinity marketing, and production services, the company's business approach to fundraising has helped nonprofits increase their revenue and net income while growing their donor files.

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