



Print Marketing Star Brian Gillespie Jumps to SPC

January 7, 2025 – Niles, Illinois: Specialty Print Communications (SPC), one of the largest independent producers of direct mail & marketing solutions, added a prominent print industry veteran its business development team with the addition of Brian Gillespie, after a 19- year stint at HH Global.

As Vice President of Strategic Accounts, Brian will be responsible for managing SPC clients across non-profit, retail & subscription vertical markets, as well as developing new client relationships. “Adding Brian to our team adds a depth of print knowledge and marketing expertise our clients increasingly expect,” says Ryan LeFebvre, EVP Sales and Marketing. “SPC is known for being on direct mail’s leading edge, with innovative print manufacturing and integrated solutions to back it up. Brian has a proven track record that clearly shows he will fit right in with the ability to take clients to the next level.”

While at HH Global, Mr. Gillespie was VP of the Non-profit/Consumer Service vertical, developing a market expertise that will be an asset in his new role at SPC. He most notably also held marketing & sales positions at ServiceMaster and Quebecor. “Joining SPC at this point in my career just makes sense”, stated Brian. “They are one of the largest independently-owned print marketers, but SPC never lost the nimble, innovative and customer-first approach. I have followed their growth and industry leadership for quite some time and am now excited to join the SPC family.”

About SPC

SPC is an independently-owned producer of direct mail and marketing solutions whose offerings range from sophisticated data-driven and high-volume mail programs to multi-channel marketing campaigns. SPC helps companies of all sizes grow sales and build lasting customer relationships. Celebrating 29 years as a family business in 2025, SPC has offices and production facilities in Niles, IL

Media Contact:

Brittany Collins

bcollins@specialtyprintcomm.com

847.600.5677