

ATTORNEYS & PROFESSIONALS

Denise E. Zmuda

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## VORYS ECONTROL EXPANDS SERVICES WITH ADDITION OF CHANNEL MANAGEMENT EXPERT

September 10, 2019

Denise E. Zmuda – a business strategy and channel management expert with more than 25 years of experience – has joined the Vorys eControl team as Chief Strategy and Client Success Officer. The addition of Zmuda will further strengthen and broaden the guidance Vorys eControl provides clients to help better control product sales in the age of eCommerce.

Vorys eControl is an award-winning multidisciplinary team of professionals dedicated to providing brands with comprehensive solutions for controlling online sales. They do this by integrating legal, channel management, data monitoring, and investigation and enforcement services tailored to each client's needs.

“Denise’s arrival expands the ability of Vorys eControl to provide integrated solutions for companies to help them control the sales of their products in the age of eCommerce and Amazon.com,” said Whitney Gibson, partner and chair of Vorys eControl. “Like enforcement, effective channel management is a critical component in solving problems brands are facing with unauthorized sales online. This addition to our services portfolio supports our mission of providing the fully integrated solutions that brands need to control their online sales.”

Zmuda will assist eControl clients in a variety of critical areas, including quantifying the financial impact of uncontrolled online sales, counseling on the enhancement of existing channel management efforts, and helping organizations to evolve their distribution and related strategies in the age of eCommerce.

Zmuda has over 20 years of experience developing and leading the execution of channel management strategies domestically and globally. She most recently instituted programs to control online sales, developed pricing and promotional strategies, and set sales incentives at Zebra Technologies, a leading technology manufacturer.

“I have seen firsthand how disruptive unauthorized sellers can be,” Zmuda said. “I understand the challenges and pressures internal sales, eCommerce, marketing and legal teams face in how best to address the threats to their brand equity caused by a lack of control over online sales. Vorys eControl is the leader in applying a holistic perspective to the problem. I look forward to building upon the firm’s strength and growing this dynamic practice.”

Zmuda was named to CRN’s 2015 *Women of the Channel Power 100*, which spotlights female executives whose insight and influence have helped drive channel success.

*Zmuda is not licensed to practice law in any state and does not provide legal services.*

### About Vorys eControl

VORYS

## VORYS ECONTROL EXPANDS SERVICES WITH ADDITION OF CHANNEL MANAGEMENT EXPERT (Continued)

Vorys eControl provides integrated solutions to help brand control the sales of their products in the age of eCommerce. We have represented more than 300 brands, including many of the world's largest companies. We regularly speak across the country educating companies and service providers regarding innovative solutions to the challenges brands face in today's market. Vorys eControl's full scope of services allows us to provide a truly comprehensive approach that delivers unique business value. Learn more at <https://www.vorysecontrol.com>.