

United Direct Solutions Names Karen Holliday Chief Operating Officer

Print and mail industry leader and U.S. Army veteran brings more than 30 years of experience to United Direct Solutions.

LOUISVILLE, KY, UNITED STATES, October 20, 2026 /EINPresswire.com/ -- [United Direct Solutions](#) (UDS), a veteran-owned provider of [direct mail](#), print, [fulfillment](#), and digital marketing services, has named Karen Holliday Chief Operating Officer, effective August 31, 2026. Based primarily in the company's Cincinnati, Ohio, office, Holliday will help lead operations as UDS continues to strengthen service delivery and support organizational growth.

Holliday brings more than 30 years of experience in the print and mail industry, with a background in operational strategy, program management, and team leadership.

Throughout her career, Holliday has built and empowered multidisciplinary teams, developed operational programs, and managed complex print and mail operations. At UDS, her experience aligning teams around shared priorities and translating strategy into results will support the company's people, processes, and service to clients.

"Karen brings extensive print and mail industry experience, along with a strong track record of developing and empowering teams," said Casey Hendrick, Chief Executive Officer of United Direct Solutions. "Her leadership will be important as we continue strengthening our operations and growing our business. We are excited to welcome her to UDS."

Holliday is also a veteran of the United States Army. As a veteran-owned business, UDS recognizes the leadership, discipline, dedication, and commitment to service that veterans bring to the workplace. Her military service creates a meaningful connection to the company's identity and values.



image captions for karens headshot Karen Holliday, Chief Operating Officer of United Direct Solutions.

About United Direct Solutions

United Direct Solutions is a veteran-owned company headquartered in Louisville, Kentucky, with operations in Cincinnati, Ohio. UDS provides direct mail, commercial print, fulfillment, and digital marketing services, helping organizations coordinate communications across print and digital channels. The company serves clients across a range of industries, including healthcare, financial services, higher education, nonprofits, and other sectors.



United Direct Solutions leadership team, from left: Chase Kirkwood, Connie Burns, Casey Hendrick, and Karen Holliday.

For more information, visit udsolutions.com.

Media Contact:



Karen brings extensive print and mail industry experience, along with a strong track record of developing and empowering teams,"

Casey Hendrick, CEO of United Direct Solutions

Ava Medley

United Direct Solutions

Avamedley@udsolutions.com

(502) 485-1400

Ava Medley

United Direct Solutions

502-485-1400

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/950786750>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.