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## Scott Elser Joins Harte Hanks

### Heads Up Global Agency Operations

AUSTIN, TX -- (Marketwired) -- 09/22/16 -- [Harte Hanks](#) (NYSE: HHS), a leader in customer relationships, experiences and interaction-led marketing today announced the appointment of Scott Elser as the head of Harte Hanks' global agency practice.

Mr. Elser will report to Shirish Lal, chief operating officer of Harte Hanks, and will be responsible for Harte Hanks' agency services, creative, execution and overall profitability.

"Scott brings two decades of high-achieving agency leadership experience to Harte Hanks," said Mr. Lal. "His broad experience will deepen our focus on helping our clients better understand their customers' buyers' journeys, offer the most effective ways to connect with those customers, and help our clients maximize effectiveness through deployment of marketing technology."

Harte Hanks' agency practice is based in suburban Philadelphia, with offices in New York, Austin and Bristol.

Most recently Mr. Elser was the co-founder and president of Launchpad Advertising, recognized the last four years as one of the fastest growing companies in the U.S. by *Inc. Magazine*. Launchpad has clients in a range of industries including telecommunications, technology, healthcare, financial services and consumer goods and includes both *Fortune 250* and medium-size business clients.

Prior to founding Launchpad, Mr. Elser held senior leadership positions at Grey Worldwide, McCann-Erikson and AT&T.

"I am excited to join Harte Hanks," said Mr. Elser. "With our industry-leading ability to bring together data, marketing technology and creative to amplify marketing effectiveness, we'll be able to make strong impacts in our clients' businesses."

#### [About Harte Hanks](#)

Harte Hanks is a global marketing services firm specializing in multi-channel marketing solutions that connect our clients with their customers in powerful ways. Experts in defining, executing and optimizing the customer journey, Harte Hanks offers end-to-end marketing services including consulting, strategic assessment, data, analytics, digital, social, mobile, print, direct mail and contact center. From visionary thinking to tactical execution, Harte Hanks delivers smarter customer interactions for some of the world's leading brands. Harte Hanks' 5000+ employees are located in North America, Asia-Pacific, Europe and Latin America. For more information, visit Harte Hanks at [www.hartehanks.com](http://www.hartehanks.com), call 800-456-9748, email us at [pr@hartehanks.com](mailto:pr@hartehanks.com). Follow us on Twitter @hartehanks or Facebook at <https://www.facebook.com/HarteHanks>.

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