



Canada's Most Seasoned Experts. Working For You

The TC Direct team has so many decades of experience we've lost count! That means you're working with experts who know how to make your campaigns a success.

Martyn Cawood President

Go ahead. Describe your ideal customer. And Martyn will tell you where they live, how to reach them, and what to offer to get them to buy. That kind of hard-won instinct can only come from decades of experience and a track record of success.

Today, Martyn leads TC Direct, Canada's foremost experts in direct-to-home advertising and sampling programs, as well as digital marketing.

Ask clients and they'll tell you Martyn is the ultimate "results-focused" guy. He and his team are all about creating and managing programs that move the sales needle - and do so affordably.

When not obsessing about helping TC Direct clients succeed, you'll find Martyn on the golf course, doing more what he does best: finding and reaching the target.

Geoff McCullough Senior Account Director

Geoff takes "been there, did that" to a whole new level. He not only helps clients find the geography of their best customers, he's also traveled to almost every place in Canada. So postal codes are not just digits to him.

As TC Direct's senior account director, Geoff is one of the most accomplished experts in the industry with decades of experience, especially when it comes to helping clients find and reach customers effectively.

With a passion for tight and accurate targeting, driven by the best data available, clients rave about his knack for helping them pinpoint and reach customers likely to buy.

On the personal side, Geoff enjoys tennis, golf, travel and family.

Bryant Zavitz Account Executive

Ask Bryant what the key to business success is and he'll tell you in one word. Relationships.

At TC Direct, Bryant is the chief of initiating and building relationships with businesses that would benefit from our unmatched direct-to-home advertising and samples programs, as well as our digital marketing services.

His decade of sales experience includes years in a newspaper environment, which means he understands communities and is an expert at explaining how TC Direct can help our clients reach their best customers.

In addition to building relationships, his other passion is building a family. He and his wife recently welcomed their new baby boy to the world.