

## **BRIGHTKEY**

### **Testimonial**

“HireSmarter is a powerful selection tool that has made an incredible improvement in our business. Additionally, Results-Based Executive Coaching has improved the performance of one of our key executives.”

Rita Hope Counts, President & CEO, BrightKey

### **Case Study**

Founded in 1988 as Professional Mailing and Distribution Services (PMDS), BrightKey is now a leading outsourced services and support company, providing a full range of services including call center and outbound telemarketing, warehousing and fulfillment, onsite mailroom, mail processing, strategic marketing, and more. Their client and partners include associations and other nonprofits, government, and corporations.

With headquarters in Annapolis Junction, Maryland, and more than 300 professionals nationwide, BrightKey applies best practices and a commitment to help clients and partners improve back-office efficiencies, provide exemplary customer service, and deliver customer and member experiences.

In 2007, the company underwent an extensive rebranding process that led to the new name of BrightKey, one that embraces the company’s current and future business goals, broadened service offerings, and expanded markets. The company’s name comes from a quote from Benjamin Franklin: “The used key is always bright.” Nothing is more important to BrightKey than serving as a valued partner that can be trusted to handle a wide variety of outsourced functions.

We take pride in assisting BrightKey to hire, retain, and develop only the best people. As a result, the company has a top-notch management team and staff.