

Chris Paradysz ParadyszMatera

Chris Paradysz, Founder and co-CEO of ParadyszMatera, Inc., has been a member of the direct marketing community for 25 years and worked extensively in the nonprofit industry for over 15, providing marketing services to the industry's best charities including American Cancer Society, Paralyzed Veterans of America, Habitat For Humanity, National Wildlife, Care and others. Mr. Paradysz founded the company in 1990 with Angelo Matera and has overseen its growth into a comprehensive media services company with a variety of prominent clients across all major industry sectors, including retail, nonprofit, publishing, B2B, and financial. With business units specializing in lists and direct mail media, digital marketing, insert and print media as well as statistical modeling, the company has rapidly evolved its multi-channel practice. Responsible for the company's strategic direction, Chris spends most of his time intimately involved with clients as this serves the dual purpose of having an important role with the company's clients as well as providing inspiration for future developments. Chris also serves on the Board of the SLE Lupus Foundation as well as its Executive Council.