**UNITED STATES POSTAL SERVICE** ®

# Gary C. Reblin
## Vice President, Innovative Business Technology

Gary Reblin was named vice president, Innovative Business Technology in August 2020. He reports to the chief technology officer and executive vice president.

Reblin is responsible for new digital products and services, introducing technology enhancements to core products and developing and evolving the Postal Service's product tracking system.

Before, Reblin served as vice president, Product Innovation; vice president, Domestic Products; vice president, Shipping Services; and vice president, Expedited Shipping. He oversaw Express Mail and Priority Mail products and services and was responsible for developing programs to maximize their profitability and value.

Since beginning his Postal Service career in 1992, Reblin has led many successful product and service innovations, including developing Informed Delivery, most of the popular Flat Rate and Regional Rate Products and Every Door Direct Mail. He was previously the manager, Intelligent Mail Planning and Standards, where he led the Postal Service's efforts to upgrade its technical infrastructure and develop the Intelligent Mail barcode. This enabled the Postal Service to identify and track every piece of U.S. Mail. He has also served in other key management positions in engineering, where he helped set the strategic direction for letter and flat automation programs.

Reblin holds a degree in industrial engineering and operations research from the University of Massachusetts, Amherst, and a Master of Business Administration from Strayer University. He is a two-time recipient of the Postmaster General Award and is a recipient of the Board of Governors Award and the Government Innovation Award for his work in innovations and new product development.

October 2023