Gary C. Reblin
Vice President, Innovative Business Technology

Gary Reblin was named vice president of Innovative Business Technology in August 2020. In this role, he 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.

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

A 30-year Postal Service veteran, 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 of 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 is a two-time recipient of the PMG award, the BOG award and the Government Innovation Award for his work in innovations and new product development. He holds a degree in industrial engineering and operations research from the University of Massachusetts, Amherst, and a Master of Business Administration from Strayer University.

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