

Gary C. Reblin

Vice President, New Products and Innovation

Gary Reblin was named vice president of New Products and Innovation in December 2012. In this role, he is responsible for product development for all mail and shipping products as well as innovation as USPS integrates with emerging technologies. Reblin reports to the chief marketing and sales officer, executive vice president.

Prior to this position, Reblin was vice president of Domestic Products from January 2011, until December 2012. He was vice president of Shipping Services from May 2010, until January 2011. He was also vice president of Expedited Shipping from March 2008, until May 2010, where he oversaw Express Mail and Priority Mail products and services and was responsible for developing programs to maximize their profitability and value.



A 22-year postal veteran, Reblin has led many successful product and service innovations, including developing 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, which has 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 Masters in Business Administration from Strayer University.