

James (Jim) P. Cochrane

Vice President, Product Information

James P. Cochrane was named vice president of Product Information in January 2011. He reports to the Chief Information Officer and Executive Vice President and is responsible for innovations in technologies and tracking systems, including the Intelligent Mail barcode (IMb) and Intelligent Mail package barcode (IMpb).

Cochrane and his group are creating strategies to place barcodes on all postal products while increasing the intelligence they provide. A major focus is to develop an enterprise reporting and analytics process that will drive customer and field performance while maintaining robust performance measurement systems.



Under Cochrane's leadership, the Product Information group oversees all scanning improvements and the integration of network information visibility systems. This includes the national Address Management System — which houses all address information needed by postal operations to move the mail — and the National Change of Address system that facilitates customers' mail forwarding.

Focusing on customer needs, operational performance, product intelligence and technology development, Cochrane's priority is to ensure postal technology and tracking systems continue to deliver world-class visibility and information for USPS customers.

Prior to this position, Cochrane served as vice president, Product Visibility and Operational Performance from June 2010 until January 2011. He also was vice president, Ground Shipping. In this capacity, he managed the Postal Service's portfolio of ground packages, developing programs to improve profitability and customer value while leveraging pricing freedoms made possible by the Postal Act of 2006.

A 35-year postal veteran, Cochrane, also was manager of Package Services, directing product development and strategy for the Postal Service's \$11 billion portfolio of domestic and international package products. He also served as associate vice president of Marketing and Strategy for the Expedited Package Services strategic business unit; and associate vice president of Sales for the former Northeast Region, where he was responsible for commercial sales of \$12 billion annually.

Prior to moving to marketing, Cochrane served 25 years in operations, including as district manager of Customer Service and Sales for the Washington, DC, metropolitan area. He also served as senior plant manager of Northern Virginia. He began his USPS career as a postal clerk in 1974.

A graduate of American University, Cochrane has a Masters in Public Administration from the School of Public Affairs.