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# Press Release Distribution Report

January 11, 2026

**Company Name**

Zairmail

**Email**

wilson@cendix.com

**Country**

United States

**City**

Portland

**State**

Oregon

**Website**

<https://www.zairmail.com/>

# Distribution Report

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## New Podcast Direct Edge Launches to Bridge Gap Between Strategic Thinking and Scalable Business Success.

Date Submitted: 2026-01-11

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Recorded Full Page Placements\*

**2**

Potential Audience Reach

**65 M**

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## Your Submitted Press Release

**Portland, Oregon, United States, 10th Jan 2026** - Wilson Zehr, founder of [Zairmail](#), today announced the launch of "Direct Edge," a new podcast dedicated to revealing the strategic thinking behind building scalable, profitable companies. The show will feature CEOs, presidents, and executives who have mastered sustainable growth in highly competitive markets.

"After 20+ years of studying what separates thriving businesses from those that struggle to grow, I've learned that sustainable competitive advantage comes from building strategies around your core competencies," said Zehr. "This podcast will give listeners direct access to the frameworks and tools that market leaders use to scale efficiently."

Each episode will explore the marketing strategies, operational systems, and competitive advantages that drive measurable results for mid-market companies across professional services, financial services, legal services, insurance, and healthcare industries.

Host Wilson Zehr, brings an exceptional perspective to business growth discussions, combining his track record as a serial entrepreneur who has founded or participated in 6 large-scale technology startups and raised over \$60 million in venture capital funding, with his academic credentials as a Ph.D. in Technology and Management and Assistant Professor teaching at prestigious universities including Oregon State University, Portland State University, and Concordia University. His current role as founder of Zairmail, a direct mail automation company serving high-volume businesses, coupled with his research focus on sustainable competitive advantage, provides both practical and theoretical foundations for each strategic conversation.

"We're not interested in theoretical business advice," Zehr explained. "Every conversation will dive into the specific tools, processes, and methodologies that are currently working in competitive markets. Listeners will be able to learn how successful leaders identify what makes them unique and build their entire approach around those core strengths."

The podcast will address critical growth challenges facing today's business leaders, including:

- Customer acquisition strategies that scale efficiently
- Operational excellence that supports rapid growth
- Building unshakeable competitive advantages
- Strategic tool implementation and technology integration
- Leadership execution in competitive markets

"Direct Edge" episodes will be available on all major podcast platforms including [Apple Podcasts](#), [Spotify](#), and [YouTube](#). Each episode includes pre-interview preparation to ensure substantive conversations that deliver actionable insights.

## **About Zairmail**

Zairmail is a direct mail automation company that helps high-volume businesses streamline customer communications and marketing campaigns. The platform specializes in serving professional services, financial services, legal firms, and healthcare practices that require sophisticated, scalable direct mail solutions. Zairmail's automation technology enables businesses to maintain personalized customer touchpoints while scaling their operations efficiently, supporting companies that send thousands of pieces of time-sensitive, strategic communications weekly.

## **About Direct Edge**

Direct Edge is a podcast exploring the strategic thinking behind sustainable business growth. Hosted by Wilson Zehr, each episode features conversations with successful CEOs, presidents, and executives who share the marketing strategies, operational systems, and competitive advantages driving their companies' success. The podcast serves business leaders, marketing professionals, and operations executives seeking proven strategies for competitive markets.

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	<a href="#">View Release</a>	News Portal	Financial	US, PH, GB	74000 visit/month