



Featured Employer—Vector Marketing

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You've probably seen Vector Marketing at information tables around campus or interacting with students in the halls. If you think it's simply about knives, you may have it all wrong. Vector Marketing Corporation believes in creating a unique and rewarding work experience for their employees.

Vector people are hard-working, have a positive attitude, and a willingness to learn. They are great job candidates who have the skills to develop a great career.

Who Is Vector Marketing?

Vector Marketing is a single-level direct sales company that sells CUTCO® Cutlery, with a sales force that is diverse and fun (85% of the sales force is college-aged). Single-level companies compensate direct sellers for their personal sales activity only, in the form of commissions or a bonus. The sales reps cannot establish a downline by sponsoring or recruiting other distributors or direct sellers.

CUTCO® Cutlery is a high-quality line of kitchen cutlery, kitchen accessories, and sporting knives. CUTCO has been manufactured in Olean, NY, since 1949. Over 15 million homes in North America have CUTCO in their kitchen. The knives are guaranteed forever. \$200 million dollars of CUTCO products are sold every year worldwide.

Vector Marketing History

Early in CUTCO Corporation's history, there were hundreds of small independent sellers. In 1981, Vector Marketing was founded to be one of those independent sellers. From 1981 to 1984 Vector sold noticeably more than any of the other independent sellers.

In 1985, CUTCO Corporation (back then it was called Alcas Corporation) bought the company from its owners to replicate Vector's success across the nation. Now Vector Marketing is the primary seller of CUTCO® Cutlery.

Helping College Students Build Résumés

Vector believes that in order to succeed as a company, they first have to help individuals succeed. The company is one of the largest recruiters of college students in North America.

"Our goal is to provide an exceptional work environment so our people can give our customers great customer service," states Fort Wayne district manager Logan Franke. "We want to train and equip our workers with skills they can use in any career they choose beyond Vector Marketing. Our people develop some sweet skills while selling CUTCO®, and they build a résumé that can take them anywhere. If you're willing to work hard, have an open mind, and a great attitude, we might be a good fit for you!"

