Charlie Young takes over duties as Senior VP of Marketing

ACME, Inc. has named Charlie Young senior vice president of marketing. Young comes to the company with more than 18 years of marketing experience.

Young will oversee and direct the company's consumer marketing including advertising, market research, public relations, internal communications and regional marketing activities throughout the United States. He will also guide activities associated with the company's award-winning Web site, www.acme.com.

Prior to joining ACME this month, Young served as vice president of marketing and communications for Cendant, where he guided strategic marketing, customer marketing, Internet marketing and marketing operations. His responsibilities included managing marketing strategy to match the business objectives of Cendant and its clients. This process included designing, developing, and delivering creative and effective marketing materials to ensure a positive customer experience.

"Charlie brings a wealth of marketing and communications experience to the ACME organization," said Chuck Jones, president and CEO of ACME Corporation. "Through his work at Cendant, he is familiar with the ACME brand and understands the integral role marketing plays in our organization. We are delighted to have him on our team."

Before joining Cendant in 2003, Young was senior vice president of client services at Frequency Marketing Inc. in Cincinnati, where he handled such notable accounts as ExxonMobil, Verizon, Marriott, Office Depot and The Home Depot.

Young had previously been a vice president, management director at Foote, Cone & Belding Direct in New York and worked on their AT&T, Gateway and Merck accounts.

Young also held executive positions at Bell Atlantic (Verizon) Directory Services, Gillespie Advertising and the New Jersey Nets.

He is a 1987 graduate of Emory University.

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