



*For Immediate Release*

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**Josh Blacksmith of Highland Park Named 2016-17 CADM President**

***Will lead Chicago's collaborative community for multichannel response marketers***

**WESTMONT, IL, AUGUST 15, 2016** - Josh Blacksmith of Highland Park was elected president of CADM effective immediately through mid-August, 2017. He is SVP, Group Management Director at FCB Chicago, one of the largest global advertising agency networks.



Josh Blacksmith

Blacksmith oversees global CRM and multi-channel direct marketing work for clients such as State Farm, PACCAR, Toyota, Lexus, Samsung, Brown Forman and Anheuser-Busch. Josh joined FCB in September 2012 after working at Biggs-Gilmore (acquired by VML) in Chicago for a year, where he oversaw eCRM, loyalty and digital brand programs for Kellogg's and Heinz. Prior to that, Josh spent eight years at Meredith Xcelerated Marketing in Des Moines, Iowa, where he was most recently Account Director for Kraft Foods CRM in the U.S. and Canada. Josh has also led CRM efforts for Volkswagen, Chrysler LLC (domestic and international), and Walmart, among others. Josh was named a Top 40 Under 40 marketer by *Direct Marketing News* in 2014 and was recognized by Marketing EDGE as a Rising Stars Honoree in 2016. He holds a bachelor's degree in advertising from Iowa State University and an MBA with a marketing concentration from the University of Iowa's Henry B. Tippie School of Management.

"As marketers, our jobs every day are to inspire others to take action," remarked Blacksmith at the association's 61st Annual Meeting on August 11 at Patterino's in Chicago. "The coming year's theme is *Fan the Flames*. Ignition is still our mission. Now that CADM's foundation has been laid, this is the year we tell our story. As Chicago's collaborative community for multichannel response marketers, CADM sparks ideas, business relationships and career growth."

Blacksmith succeeds Brad Schwab, owner of the Schwab Group, who served as CADM president from 2015-2016. Peter Dovnar, Senior Director of Account Management at Oracle, was elected Vice President. Timothy Claytor, Vice President Business Development at Kitewheel, was elected Secretary. The following were elected to the Board of Directors:

- Rosann Bartle, VP, Executive Creative Director at UMarketing
- Tom Byrne, Managing Director at Byrne Direct Marketing
- Ruth Casanova, VP, Management Director at FCB
- Marisa Marinelli, Sales Representative, Direct Marketing at Quad/Graphics
- Andrew Masullo, VP Management Director at FCB
- Rui Wang, VP, Strategic Analytics Director at FCB

**About CADM**

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