

## FOR IMMEDIATE RELEASE

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## Shocase Founder and CEO Ron Young Named to American Advertising Federation (AAF) National Board of Directors

### *Shocase Also Elected as Corporate Member of the AAF Joining Industry-Leading Brands, Agencies and Media Companies*

**SAN FRANCISCO – November 11, 2015** – [Shocase](#), Marketing's Professional Network, today announced Founder and CEO Ron Young has been elected to the American Advertising Federation (AAF) national board of directors. The election took place last week at the AAF board meeting following the Advertising Hall of Achievement awards ceremony in Los Angeles. In addition, Shocase was elected as a Corporate Member of the AAF and Young was appointed to serve on the council of judges for the Advertising Hall of Fame.

As a Corporate Member, Shocase joins an impressive list of many of the leading brands, agencies and media companies in the nation. The full list of AAF Corporate Members can be found [here](#).

"As a professional social network dedicated to the advertising and marketing world, Shocase is playing an important new role in our industry," said James Edmund Datri, President and CEO of the AAF. "Ron's vision of connecting professionals across our industry nicely compliments the mission of the AAF. Additionally, Ron brings to the Board valuable expertise in the fast moving field of marketing technology. We expect that Ron and Shocase will be valuable assets to our organization."

"The AAF represents the leaders and upcoming stars across all facets of the advertising industry," stated Young. "I'm honored to be elected to the AAF board and look forward to contributing to the growth and enhancement of this prestigious organization."

### **About the American Advertising Federation**

The American Advertising Federation (AAF), the nation's oldest national advertising trade association, and the only association representing all facets of the advertising industry, is headquartered in Washington, DC, and acts as the "Unifying Voice for Advertising." The AAF's membership is comprised of nearly 100 blue chip corporate members comprising the nation's leading advertisers, advertising agencies, and media companies; a national network of nearly 200 local clubs representing 40,000 advertising professionals; and more than 200 AAF college chapters with more than 5,000 student members. The AAF operates a host of programs and initiatives including the Advertising Hall of Fame, the American Advertising Awards, the National Student Advertising Competition, the Mosaic Center on Multiculturalism, and summer AdCamps for high school students. For more information on the full range of AAF programming, visit [membership.aaf.org](http://membership.aaf.org).



### **About Shocase**

Shocase is Marketing's Professional Network. Built to feature, connect and promote marketing professionals from all disciplines, Shocase is where marketers come to find work and find talent. It functions seamlessly as a social network, professional crowd-sourced marketing archive and personalized online portfolio. Most importantly, Shocase is the place marketers come to discover and be discovered by the people who can advance their business and careers. The Shocase mobile iOS app is free to download from the Apple App Store or by visiting [iTunes](#). Watch our demo [video](#) to learn more about [Shocase](#).

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