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DAILY DOOH
Adspace Adds Three to Sales Team

Gail Chiasson, North American Editor

David Botkin, Karen Jones Atchison, and Kimberly Schraw, three executives with strong and varied experience, have joined the sales team at Adspace Digital Mall Network, New York-based owner of what is believed to be the largest in-mall digital advertising network in the U.S..

- **David Botkin**, who joins the company as vice- president, national sales, joins Adspace from Zenith Media where he was the national broadcast vice-president, overseeing all television buys for clients including 20th Century Fox and Hallmark Television. He earlier worked at ReelzChannel, Universal McCann and Fox Cable Networks, ESPN and Initiative Media.
- **Karen Jones Atchison**, new regional sales manager, based in Atlanta, has a decade of experience in media sales and media planning for both the print and cable industry. For the past six years, she has worked as an account manager for The New York Times Media Group where she oversaw the newspaper, magazine and digital assets of the company for the Southern region of the U.S.
- **Kimberly Schraw**, joining the team as vice-president, national sales for the Chicago market, has top-tier sales experiences across a spectrum of media and marketing channels, helping companies leverage multi-platform opportunities and achieve strategic growth. She joins Adspace from her role as sales director for BlogHer. Her previous experience includes work at Everwell TV, World Now, Court TV, The WB Television Network, and J. Walter Thompson.

"Adspace continues to invest in talented, experienced, sales people to accelerate our growth," says Dominick Porco, chairman and CEO, Adspace Networks.