
MERKLE NAMES FIRST CHIEF MARKETING OFFICER

 Marketing-agency Merkle announced the promotion of Craig Dempster to the newly formed role of executive vice president and chief marketing officer. Dempster will “lead an expanded marketing function and will oversee Merkle’s lead generation,” according to a press release.

Dempster joined Merkle in 2006 as corporate vice president of the Content Solutions Group. He played a key role in the creation and launch of Merkle’s new subsidiary, LogicLab, while in that position.

Merkle has more than 1,000 employees nationwide and is headquartered just outside of Baltimore in Columbia, Md.