
ACRONYM MEDIA NAMES EXECUTIVE V.P. OF GLOBAL SALES



Acronym Media, a leader in keyword-driven marketing, announced the appointment of Larry K.H. Jenkins as executive vice president of global sales.

Jenkins was formerly executive vice president of client services and strategic accounts and managing director of Europe for iCrossing. In his new role, Jenkins will be responsible for driving Acronym's worldwide business development efforts, including the creation and implementation of new strategic initiatives and Client-focused solutions. "Larry is a proven leader, and his extensive international expertise and experience in the search and online marketing space make him the ideal choice for growing and better serving our global Client base," said Anton E. Konikoff, Founder and CEO of Acronym Media. Jenkins is a 25-year industry veteran with a track record of sales, marketing and advertising success. He joins Acronym with a considerable search pedigree, having served approximately five years at iCrossing. Acronym Media is an independent, global search and Keyword-Driven Marketing™ agency, headquartered in New York with operations in the U.S., U.K., Canada and Singapore.

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