

---

## ACXIOM CORP. EXPANDS WITH EYE ON ASIA-PACIFIC



Acxiom Corp. has expanded its Asia-Pacific capabilities with the addition of Vicki Poon as director of agency services for the region. In the role, Poon will focus on customer relationship strategies, digital best practices and multichannel marketing through Internet, mobile, email and direct mail. Poon will relocate to the region from Acxiom's offices in Silicon Valley. While in California, she helped drive Acxiom to the top position in Advertising Age's ranking of U.S. agencies for all advertising disciplines, according to a company press release. "Vicki's appointment reflects Acxiom's continued investment in the world's fastest growing region where our expertise spans consumer insight, integration and consulting," said Chris Marriott, Acxiom vice president of global agency services. "Global and regional clients alike will benefit from her experience in driving breakthrough results for many of the world's great companies." Acxiom was founded in 1969 and is headquartered in Little Rock, Ark. The agency serves clients in the U.S., Europe, Asia Pacific, Middle East and South America.

<https://blog.granted.com/>