

## MCCUTCHEON SELECTED FOR VP POSITION



Raymond McCutcheon, known for being a leading advertising and

marketing executive, has recently received the good news of being named the new executive vice president for San Antonio Express News. After receiving the word of his promotion, he will now take on a number of different responsibilities, which includes taking care of the advertising aspects of both print and digital marketing for Express-News. The news was made clear on Friday by the President of the Hearst Newspapers, Mark Aldam, along with the President of the Express-News, John McKeon. McCutcheon has plenty of experience with the position and has even worked for the Los Angeles Times in the past, which is something that stood out to McKeon. McKeon believes that with McCutcheon's experience, he will be able to provide a number of benefits to advertisers, especially those who still appreciate placing advertisements in print newspapers but are also looking to get involved with the digital aspect of advertising as well. McKeon says, "With Ray's background and experience, he's able to develop advertising packages across all platforms of products, print and digital."

McCutcheon will take on the new position and his first day will begin on the 13<sup>th</sup> of August, where he will start taking on a ton of different marketing and advertising responsibilities but it is nothing that he cannot handle. Aldam was excited about offering the new position to McCutcheon and spoke highly of him joining the team, saying, "We are pleased to welcome Ray to Hearst Newspapers and the San Antonio team." Aldam also said, "Under John's able leadership, the Express-News is maximizing opportunities for advertisers across platforms, something Ray is well-suited to expand in new directions through his extensive experience in delivering strategic customized advertising and marketing solutions to customers." McCutcheon was previously working for CBA Industries, which is headquartered in the New Jersey area. During his time at the CBA Industries, he was working as the senior vice president for the marketing and advertising department. During that time, he was responsible for a number of different tasks and took care of several different accounts. He has also worked for Newsday and the Los Angeles Times in the past. McCutcheon not only has the experience, he also has the credentials, having earned a bachelor's degree from the State University of New York. He has also taken part in a number of different courses from several different schools, including the Kellogg School of Management, which has helped him to learn more about management so that he can do his job efficiently.