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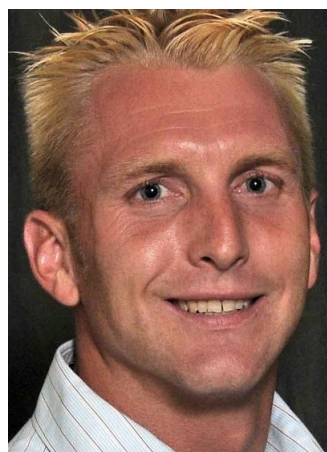
Fox executive becomes latest Adcraft Club of Detroit president

By **BILL SHEA**



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Eric Kracht

The **Adcraft Club of Detroit** has a new president for the next year: Eric Kracht.

He's currently the metro Detroit-based vice president of sales for **Fox Networks**, including **Fox Broadcasting, Fox Sports, FX Networks** and **National Geographic Channel**.

He previously was an account executive for **National Geographic Channel** and **FX Networks**.

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Kracht, 37, began his one-year term in July. He previously was the organization's corporate secretary, second vice president and first vice president. He was first appointed to Adcraft's board of directors in 2007 and elected to a two-year term in 2008, Adcraft said in a news release.

"Adcraft has been a significant contributor to my professional development," Kracht said in a statement.

He was responsible for transforming Adcraft's Advertising as a Career Symposium into the current AdCon student conference as well as transitioning the Northwood Study Program into ADvance, a 10-week program that provides professional development opportunities to younger Adcraft members, the organization said.

He spent three years on the club's social and civic arm, the Adcraft PM Committee, and served on several other committees.

Kracht takes over for outgoing president Phil Rzepka, the Detroit-based senior vice president and head of global innovation for **Carat**, the London-headquartered advertising firm belonging to **Dentsu Aegis Network Ltd.** Carat has **General Motors Co.**'s \$3 billion media-buying and planning account.

"Eric has repeatedly demonstrated strong leadership skills throughout our years working together and has contributed significantly to expanding professional development opportunities to our members," Rzepka said in a statement.

Following Adcraft succession policy, the following board members advance positions:

- Susan Venen-Bock, **Ford Motor Co.**, is now first vice president.

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- Tom Talbert, **Campbell Ewald**, is second vice president.
- Vicki Carlini, **Fiat Chrysler Automobiles**, is corporate secretary.
- Jarilyn Auger, Campbell Ewald, is ex-officio treasurer.

They began serving their two-year terms July 1. The full list of the 2015-16 Adcraft Board of Directors is at Adcraft.org.

Day-to-day operations of the club are run by Executive Director Melanie Davis.

The Adcraft Club of Detroit was founded in 1905 and is a professional development and networking organization for those working in the metro Detroit advertising and marketing fields, and students interested in those professions. The club has more than 2,100 members.

The Adcraft's D Council committee oversees the annual D Show awards judging and "creative black-tie" event.

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