

The Advertising Checking Bureau, Inc Promotes Three Business Leaders to Lead Finance, Business Development, and Innovation

- David Flohr named Vice-President, Chief Financial Officer
- Charles Farah named Vice President, Business Development
- Monica Martin named Vice President of Innovation

NEW YORK (Feb. 28, 2023) — The [Advertising Checking Bureau, Inc](#), (ACB), a leader in the development, management and analysis of channel marketing programs within the consumer and B2B marketplaces, today announced three senior management promotions. ACB's Executive Management is pleased to announce the promotion of David Flohr to Vice-President, Chief Financial Officer, Charles Farah to Vice President, Business Development, and Monica Martin to Vice President of Innovation.

David Flohr, who previously served as ACB's Head of Finance since June 2017, will now be responsible for providing thought leadership and oversight to ACB's finance team. He will further enhance ACB's ongoing financial initiatives, including the enhancement of financial forecasts, streamlined decision making and implementing best practices across budgeting, forecasting, real estate, insurance administration and human resources. Flohr will also implement new systems to improve ACB's return on investment, analyze financial performance, advance short- and long-term financial goals and minimize the potential risks associated with key decisions made by ACB.

Charles Farah started his ACB career over 22 years ago and has been responsible for bringing many clients to ACB, including both automotive and healthcare clients. Farah's depth of knowledge, analytical approach for solutions and solid teamwork skills has resulted in greater satisfaction to many of our clients. In his new capacity, Farah will continue leading existing client relationships, expanding annualized revenue by increasing the breadth of services to clients, and securing new business opportunities for ACB. In addition, Farah will lead ACB's sales and marketing objectives.

Monica Martin, who began her career with ACB in 1998, will be responsible for leading organizational changes in approaches, methods, products, and processes to enhance competitiveness and improve efficiencies. Martin will drive these transformative efforts by integrating overall business strategy with innovative thinking. Throughout her career, she has displayed the ability to craft solutions that meet the ever-changing needs of ACB's demanding client base and has gained valuable experiences as she takes on her new responsibilities and challenges for innovation.

About ACB: A leader in the development and administration of channel marketing programs, the [Advertising Checking Bureau, Inc](#) (ACB) is trusted by leading brands to deliver results in its rebate, spiff incentive, Co-op/Market Development Funds (MDF) and brand compliance programs. Founded in 1917, ACB is the largest in-house provider of Incentive Management services in the U.S. The company has extensive experience in the administration of both B2B and B2C incentive programs in over 25 industries, partnering with more than 200 manufacturers

and brands. Constantly shifting to meet the ever-changing needs of the marketplace, ACB has watched history evolve and pioneered many innovations and new industry standards along the way. Learn more at <https://www.acbcoop.com/>.