
Michael Ouweleen Named Chief Marketing Officer, Cartoon Network Adult Swim - Boomerang

Thursday, September 11, 2014

Michael Ouweleen has been named chief marketing officer for Turner Broadcasting System's Cartoon Network, Adult Swim and Boomerang, it was announced today by Christina Miller, president and general manager who oversees the portfolio of media properties. He will be based in Atlanta and report to Miller.

Ouweleen, who was most recently senior vice president and executive creative director for Cartoon Network's Creative Group and has been one of the brand's key creative drivers for the last 17 years, will now provide the overall creative direction and strategic leadership to all areas of marketing, on-air, trade and sponsorship partnerships that support the three networks and all of its ancillary businesses, including digital, gaming, ad sales and consumer products.

"Michael has that strong combination of creative vision and strategic thinking," said Miller. "He has a deep knowledge of our brands, and with him now leading the efforts for both the marketing and creative teams there is an opportunity for us to have a more holistic and creative approach to our marketing."

As senior vice president and executive director for Cartoon Network's Creative Group, Ouweleen oversaw and directed the development of creative materials for Cartoon Network's off-channel needs, including print advertising, show launch kits, sales materials, PR materials, premiums and event environments. He also supervised all on-air promotions, program franchise packaging and sponsored promotions for both Cartoon Network and Boomerang. Additionally, he managed the development of on-air spots for the networks' multiple licensed promotion partners.

Ouweleen began his career with Cartoon Network in 1996 as associate creative director of the on-air department. Within six months, he was promoted to vice president and creative director. In this capacity, he served as the primary writer/producer of on-air short-form material aimed at establishing Cartoon Network's distinctive brand identity, winning multiple industry awards for his team's creative accomplishments. Ouweleen was also a key member of the small team that championed and launched Adult Swim. While serving as Creative Director for the new block of programming, he also co-created, co-executive produced and co-wrote one of the first Adult Swim original series, *Harvey Birdman, Attorney at Law*.

His accomplishments brought both networks significant industry and pop culture buzz, and got Ouweleen named to *Entertainment Weekly's* creative "It List" for the year 2000.

In 2003, as SVP of development and programming, Ouweleen oversaw the creation of such animated hits as *Ben 10*, *Chowder* and *The Marvelous Misadventures of Flapjack*, as well as the network's first live-action adaptation of a network property, *Ben 10: Race Against Time*.

Prior to joining Cartoon Network, Ouweleen worked in advertising in New York and on several animated projects. He graduated *magna cum laude* from Georgetown University with a major in both English and Theology.

Cartoon Network (CartoonNetwork.com) is regularly the #1 U.S. television network in prime among



boys 6-11 & 9-14. Currently seen in over 98 million U.S. homes and 194 countries around the world, Cartoon Network is Turner Broadcasting System, Inc.'s ad-supported cable service now available in HD offering the best in original, acquired and classic entertainment for kids and families. In addition to Emmy-winning original programming and industry-leading digital apps and online games, Cartoon Network embraces key social issues affecting families with solution-oriented initiatives such as *Stop Bullying: Speak Up* and the *Move It Movement*.

Adult Swim (AdultSwim.com), launched in 2001, is Turner Broadcasting System, Inc.'s network offering original and acquired animated and live-action series for young adults. Airing nightly from 8 p.m. to 6 a.m. (ET/PT), Adult Swim is basic cable's #1 network among persons 18-34 and 18-49, and is seen in 98 million U.S. homes.

Boomerang is TBS, Inc.'s 24-hour cable/satellite network offering the best in classic animated entertainment. In partnership with Cartoon Network, the service boasts 75 percent unduplicated programming and is available to cable/satellite operators and their customers in Spanish. Boomerang's official Web site is located at <http://Boomerang.CartoonNetwork.com>.

Turner Broadcasting System, Inc., a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world.

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CONTACTS:

Atlanta James Anderson james.anderson@turner.com (404) 885-4205