

# Executive Profile



**Kenneth Young**  
**Exec. Vice President, Sales & Marketing**

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Kenneth Young is currently the executive vice president of sales and marketing and acting chief operating officer for Mitchell 1. Young is responsible for all repair editorial, manufacturing, customer service and distribution operations.

Young began his career with Mitchell in 1972 when the company was owned by Cordura, a Los Angeles-based holding company. In his 35-year career, Ken has held management positions in editorial, product management, product marketing and sales for both the collision and repair divisions. He has managed the corporate services of both editorial and graphics as part of his activities. He personally directed the development and launch of Mitchell 1's most successful electronic product, Mitchell OnDemand.

Young graduated from San Diego State University with a bachelor's degree in psychology.