David Young Joins American Weekend Entertainment as Chief Investment Strategist

American Weekend Entertainment has enlisted David Young to work on establishing partnerships that will accelerate the global expansion of Music Daily's audience network and college influencer marketing platforms

NEW YORK, Feb. 21, 2023 -- American Weekend Entertainment, the parent company of Music Daily, today announced the appointment of David Young as a Chief Investment Strategist. Young began his career in the financial sector having worked with major firms including Smith Barney, UBS, and AT&T Wireless. He is currently Founder and Managing Director at Summit Private Consulting Group which monetizes technology through acquisitions, technology sales, intellectual property licensing, and strategic partnerships. David will serve as a key member of the executive team and play a critical role in driving the Company's financial strategy, corporate finance activities, and investor relations.

"We are ecstatic that David has joined our executive team," said Mel Adler, President of American Weekend Entertainment. "David brings a lifetime of knowledge and experience to our growing company. In addition to being brilliant, he's down to earth and always available to explain the details."

American Weekend Entertainment is a Content Agency focused on the emerging Generation Z. Music Daily connects Gen Z fans with the content they love to create about the information they crave to discover. With this fan-driven philosophy, Music Daily creates editorial and video content including new music releases, streaming charts & playlists, fashion, TV & movie reviews plus breaking news about tours, festivals, and live streams; all available through popular online, social and audio podcast channels.

"I confess to being a numbers guy with a passion for taking new product and service ideas from concept to reality," Says Dave Young "With three successful startups under my belt, I am amazed by what great teams can accomplish. The team at American Weekend created a successful Gen Z audience network and a college influencer marketing platform that streamlines content production and distribution. The result is audience growth for influencers across the Gen Z spectrum. I'm thrilled to add my efforts to this team."

About American Weekend Entertainment
American Weekend Entertainment (AWE) is a content creator agency founded by seasoned music and digital executives with a pulse on Gen Z culture. We recruit and mentor passionate fans of pop culture and leverage AI to produce multimedia content for digital syndication channels. AWE is the parent company of Music Daily, a culture-first music and lifestyle network; powered by Gen Z creators & creatives, dreamers, storytellers, culture & community drivers and action-takers. Music Daily delivers national, regional, and localized on-air & digital coverage for content created by and for Gen Z. Our network of Creators drill down to subcultures, niche communities & fandoms to deliver the most relevant, breaking news across online, social, and podcast channels. Music Daily is a registered trademark of American Weekend Entertainment, Inc. For more information, please visit musicdaily.com and aweinc.tv.

---

https://newsroom.aweinc.tv/2023-02-21-David-Young-Joins-American-Weekend-Entertainment-As-Chief-Investment-Strategist