
Trends and Moves

Marketing Moves 2015: Q1 – Q2

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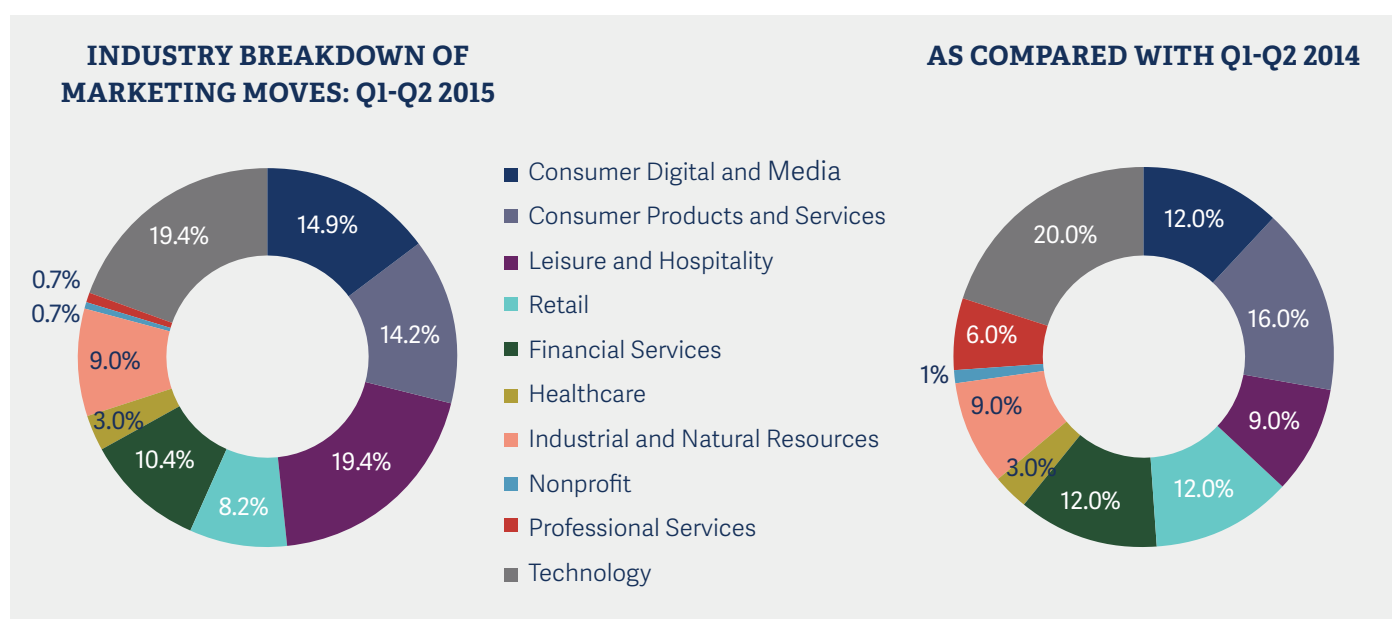
In order to examine trends in the marketing officer function, Russell Reynolds Associates has tracked and analyzed 134 publicly reported marketing leadership moves during Q1 and Q2 2015.

KEY FINDINGS

- In the first half of 2015, the Consumer sector accounted for more than half of all reported marketing leadership appointments, followed by the Technology sector, which accounted for close to a fifth of all marketing appointments.
- The proportion of external appointments has decreased significantly from 84% in Q3 and Q4 2014 to 63% in Q1 and Q2 2015. The growth of internal promotions is a new and notable theme this year. Patience is a key aspect, though. The average tenure with the company is over 14 years prior to elevation.
- Financial Services has shown a strong and consistent trend towards hiring marketing leaders from outside of their industry. Over 70% of Financial Services marketing appointments in the last year brought leaders in from out of industry.
- Consumer and Technology, however, tended to recruit from inside their respective industries. 88% of all Consumer appointees came from the same industry, as compared with 79% in Q3 and Q4 2014.

INDUSTRY BREAKDOWN

Continuing the same pattern we have seen in previous quarters, the Consumer sector accounted for the largest number of marketing moves. Just over half of all moves (57%) came from the Consumer sector, with approximately 15% from Consumer Digital and Media, 14% from Consumer Products and Services, 19% from Leisure and Hospitality, and 8% from Retail.



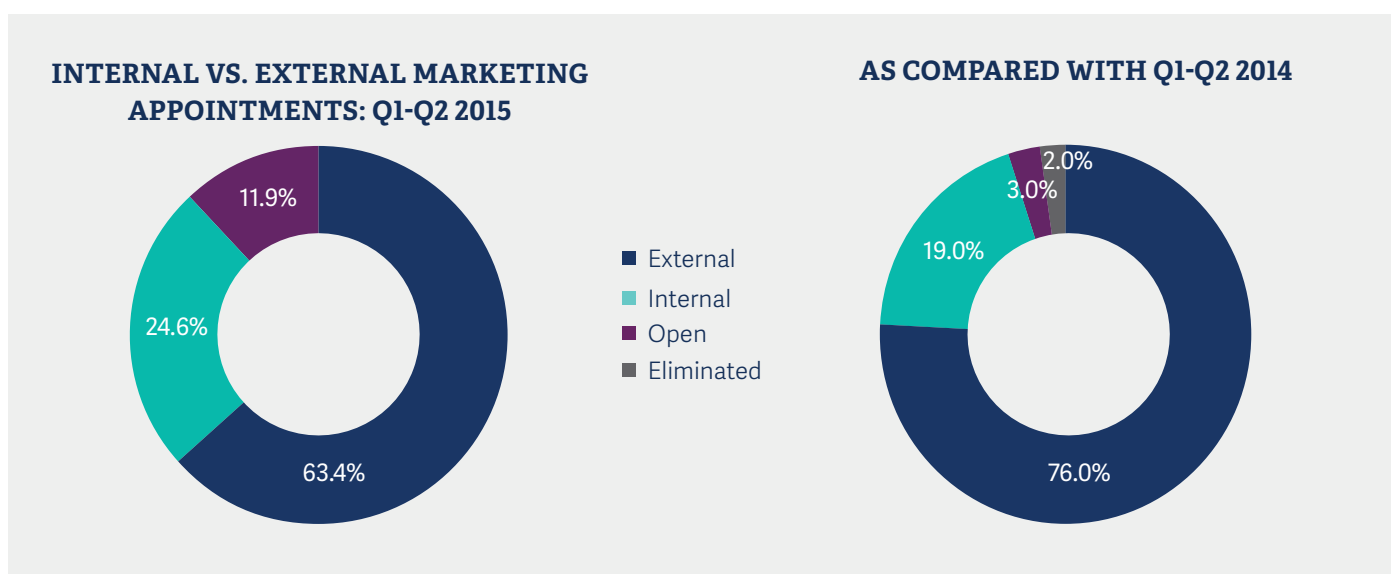
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INTERNAL VS. EXTERNAL HIRES

In Q1 and Q2 of 2015, an estimated 63% of marketing officer appointments came from outside the hiring organization. This is a 21% decrease from the previous two quarters, when 84% of appointments were external, and a 13% decrease from Q1 and Q2 in 2014, when 76% of appointments were external.

On average, internal promotes spent 14.2 years with their company prior to promotion. This is a significant increase from 7.6 years in Q3 and Q4 2014 and 6.06 years in Q1 and Q2 2014.

It is also important to note that female leaders comprised only 34% of all appointments, down from 37% during the previous two quarters and 45% in Q1 and Q2 2014.

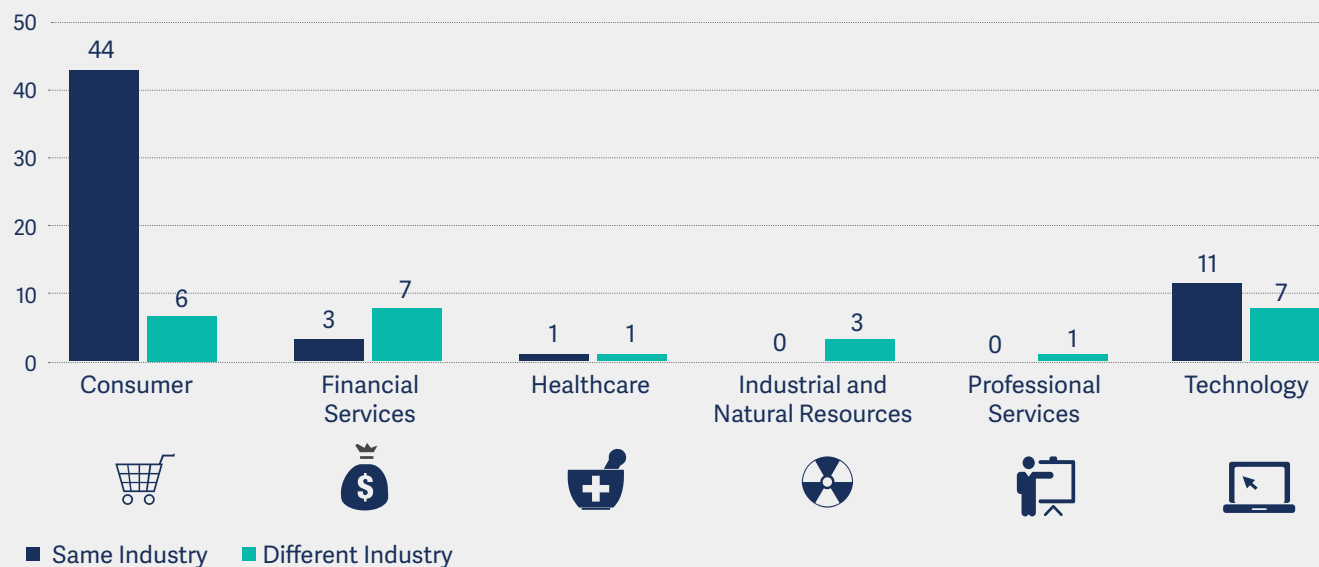
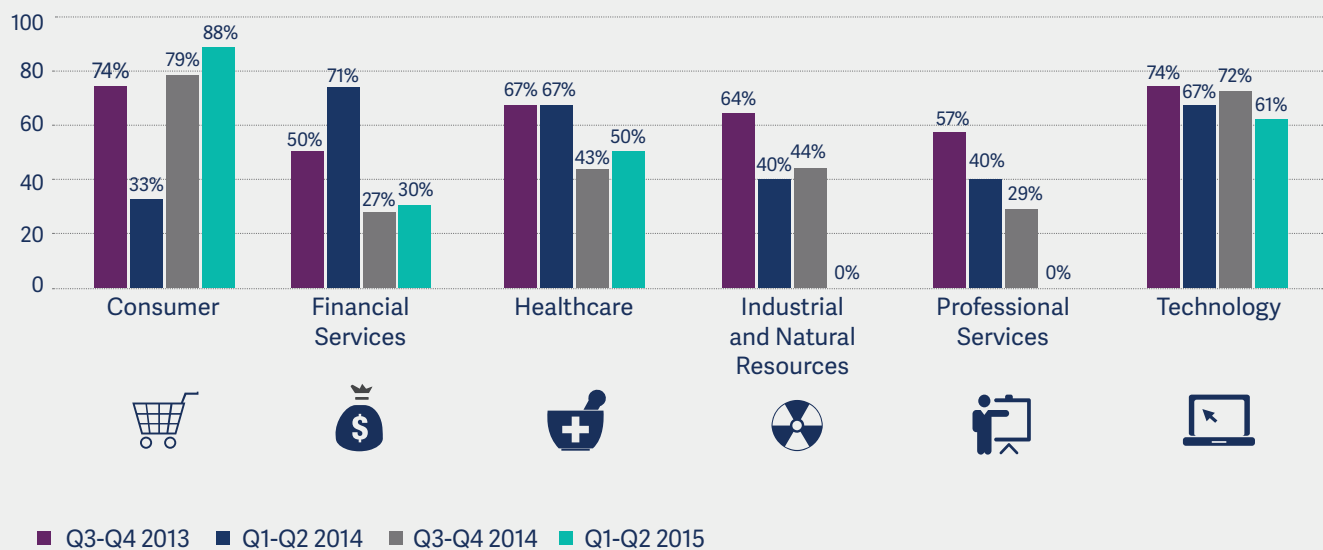


INSIDE OF INDUSTRY VS. OUTSIDE OF INDUSTRY

Only three of the six sectors showed a significant trend in regard to hiring inside versus outside of their respective industries. The majority of Technology and Consumer appointments came from inside the sector (61% and 88%, respectively). However, the trend in Financial Services was exactly the opposite, with 70% of appointments coming from outside the sector.

- Just 30% of Financial Services hires came from inside the industry, a slight increase from 27% in Q3 and Q4 of 2014. However, at this time last year, 71% of Financial Services appointments came from inside the industry.
- Appointments in Consumer and Technology were approximately 88% and 61% from the same sector, respectively. For Consumer, this is an increase from 79% in the previous two quarters; for Technology, this is a decrease from 72% in the previous two quarters.

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**INTRA-INDUSTRY MARKETING APPOINTMENTS:
NUMBER OF APPOINTMENTS IN Q1-Q2 2015**

**INTRA-INDUSTRY MARKETING APPOINTMENTS:
SAME INDUSTRY PERCENTAGES IN 2013-2015**


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CONSUMER SECTOR

CONSUMER DIGITAL AND MEDIA

Bazaarvoice Inc. has appointed **Sara Spivey** as Chief Marketing Officer. In this role, she is responsible for the company's global marketing programs, including demand generation, solutions marketing, brand strategy, and communications. Spivey most recently was Chief Executive Officer at InReach Inc.

BlackJet has appointed **Joe Leader** as Chief Marketing Officer. In this role, he leads all marketing, sales, frequent flyer program creation, and business development strategies. Leader most recently was Vice President, Preference Marketing Practice at PossibleNOW.

BuzzFeed has appointed **Frank Cooper** as Chief Marketing and Content Officer. In this role, he works alongside the company's leadership team to conduct market research, drive revenue, develop brand partnerships, and oversee marketing. He also leads BuzzFeed's creative team and its branded content initiatives with the company's advertising partners. Cooper most recently was Chief Marketing Officer at PepsiCo Corp.

Cumulus Media Inc. has appointed **Pierre Bouvard** as Chief Marketing Officer. In this role, he leads Insights, Data-Driven Targeting and Measurement Solutions for Advertisers. Bouvard most recently was Senior Vice President of Sales at TiVo Research and Analytics Inc.

Ello has appointed **Rene Alegria** as Chief Marketing Officer. Alegria most recently was a Chief Executive Officer at MAMIVERSE.com.

Forbes Media LLC has appointed **Jorge Consuegra** as Chief Marketing Officer. He most recently was Senior Vice President at Western Union.

Gannett Co Inc. has promoted **Andrew Yost** to the role of Chief Marketing Officer. Yost most recently was Senior Vice President, Consumer Sales and Marketing at the company.

National Geographic has appointed **Brenda Freeman** as Chief Marketing Officer of National Geographic Channel and Nat Geo Wild. She most recently was Global Head of Television Marketing at DreamWorks Animation.

Novatel Wireless Inc. has appointed **John Carney** as Executive Vice President of Sales and Marketing. In this role, he leads the company's worldwide sales and marketing operations. Carney most recently was Senior Vice President, Global Sales and Go-to-market for Motorola Mobility.

Starz has promoted **Alison Hoffman** to the role of Executive Vice President of Marketing. In this role, she will continue to lead all facets of marketing strategy and planning for original productions, including show positioning, creative and media strategy and digital marketing. Hoffman most recently was Senior Vice President of Marketing at the company.

SUCCESS Partners has appointed **Wayne Moorehead** to the newly created role of Chief Brand Officer. He most recently was Director, Brand Strategy at Hint Creative.

The Weather Company has appointed **David Jaye** as Chief Marketing Officer. In this role, he is responsible for developing and leading the marketing strategy and creative expression for the company's consumer brands. Jaye most recently was Head of Creative Agency Client Development at Google Inc.

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Tumblr has appointed **Stephanie Dolgins** as Chief Marketing Officer. In this role, she manages brand and consumer marketing, communications, media partnerships and content and community development. Dolgins most recently was Principal at Dolgins & Company Inc.

Verve Wireless Inc. has appointed **Julie Bernard** as Chief Marketing Officer. In this role, she directs all corporate, product, sales marketing and communications efforts. Bernard most recently was Vice President of customer strategy, data science and loyalty at Macy's Inc.

Wells Media Company has promoted **Julie Tinney** to the role of Chief Marketing Officer. In this role, she is responsible for leading promotional and branding strategies, sales management, corporate communications, and public relations. Tinney most recently was Vice President, Sales and Marketing at the company.

Y&R has promoted **Alex Hughes** to the role of Chief Marketing Officer. In this role, he is responsible for leading marketing and new business development. Hughes most recently was responsible for Y&R Europe.

Yahoo Inc. has appointed **Debra Berman** as Senior Vice President of Consumer Marketing. In this role, she oversees product marketing, helps drive audience engagement and leads consumer brand strategy. Berman most recently was Chief Marketing Officer at JCPenney.

CONSUMER PRODUCTS AND SERVICES

Bacardi Ltd. has appointed **Dmitry "Dima" Ivanov** as Chief Marketing Officer and President, Bacardi Global Brands. In this role, he is responsible for the global marketing organization and driving the company's portfolio of brands, including brand equity, architecture, positioning, advertising, packing, and strategic direction on innovation. Ivanov most recently was Vice President, Global Category Director of Rums at the company. Dima Ivanov left the company in June.

Brown-Forman has named **John Hayes** as Senior Vice President, Chief Marketing Officer. He most recently was Global Managing Director, Jack Daniel's at the company.

Build.com Inc. has appointed **Danielle Mohn** as Chief Marketing Officer. In this role, she leads the company's efforts to further advance brand awareness, develop long-term customer relationships, expand mobile and marketplace offerings, and lead the expansion of the company's marketing channels. Mohn most recently was Vice President, Marketing and Strategy at Petco Animal Supplies Inc.

Clorox Co. has promoted **Eric Reynolds** to the role of Senior Vice President and Chief Marketing Officer. In this role, he is responsible for brand strategy and management, personnel staffing and development, consumer insights, advanced analytics, agency management, consumer promotion, digital capabilities, media planning and buying, commercial production, and graphic design. Reynolds most recently was Vice President and General Manager of the company's European, Middle Eastern, African and Asian regions.

Coty Inc. has appointed **Mary Burns** as Vice President, Brand Marketing of the United States for OPI Inc. Burns most recently was Vice President of Marketing and Product Development at Alterna Inc.

Land O'Lakes has appointed **Tim Scott** as Senior Vice President and Chief Marketing Officer. Scott most recently was President at McGarryBowen Chicago.

Mansfield Plumbing Products LLC has appointed **Gary Pember** as Vice President, Marketing. He most recently was Vice President, Marketing at Simonton Windows.

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NatureBox Inc. has appointed **Ray Elias** as Chief Marketing Officer. In this role, he leads all marketing efforts, including brand, acquisition, consumer experience and retention. Elias most recently was Chief Marketing Officer at StubHub Inc.

Owens-Illinois Inc. has appointed **Suley Muratoglu** as Vice President and Chief Marketing Officer. In this role, he implements processes for new business development, enhances commercial effectiveness and ensures delivery of customer value through product innovation, market knowledge and customer support. Muratoglu most recently was Regional Vice President, Marketing and Product Management at Tetra Pak Inc.

Philip Morris International Inc. has promoted **Werner Barth** to the role of Senior Vice President, Marketing and Sales. Barth most recently was Managing Director of Philip Morris Germany.

Revlon Inc. has appointed **Benjamin Karsch** as Executive Vice President, Chief Marketing Officer. Karsch most recently was Chief Marketing Officer at Cigna Corp.

Samsung Electronics America Inc. has appointed **Marc Mathieu** as Chief Marketing Officer. In this role, he leads U.S.-based marketing across all lines of business including home entertainment, home appliances and telecommunications. Mathieu most recently was Senior Vice President of Marketing at Unilever.

Sound United has appointed **Josh Talge** as Chief Marketing Officer. He most recently was Vice President, Global Brand Marketing at TaylorMade – Adidas Golf.

The Coca-Cola Co. has appointed **Marcos de Quinto** as Chief Marketing Officer. He most recently was President, Coca-Cola Iberia.

Vera Bradley Inc. has appointed **Theresa Palermo** as Executive Vice President and Chief Marketing Officer. Palermo most recently was Vice President of Global Marketing and Public Relations at Fossil Inc.

LEISURE AND HOSPITALITY

Alaska Air Group Inc. has appointed **Sangita Woerner** as Vice President of Marketing. In this role, she is responsible for brand strategy and identity, advertising, media planning, initiatives targeted to specific customer segments and credit card marketing and loyalty programs. Woerner most recently was Vice President of global coffee brand management at Starbucks Coffee Company.

Brand USA Inc. has appointed **David Whitaker** as Chief Marketing Officer. In this role, he oversees the development and enhancement of consumer marketing, trade outreach, cooperative marketing programs and social/digital platforms. Whitaker most recently was President and Chief Executive Officer at Toronto's Convention and Visitors Association.

CEC Entertainment Inc. has appointed **Michael Hartman** as Chief Marketing Officer. Hartman most recently was Senior Marketing Officer at SeaWorld Parks & Entertainment.

Chick-fil-A Inc. has promoted **Jon Bridges** to the role of Chief Marketing Officer. He most recently was Vice President, Customer Experience.

Constellation Brands Inc. has appointed **Jared Fix** as Chief Marketing Officer of the its Wine and Spirits Division. Fix most recently was Vice President and General Manager at Beam Suntory Inc.

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Corner Bakery Cafe has appointed **Justin Lambeth** as Chief Marketing Officer. Lambeth most recently was Chief Marketing Officer of the Quaker Division of PepsiCo Inc.

Domino's Pizza Inc. has promoted **Joe Jordan** to the role of Vice President, Chief Marketing Officer. Jordan most recently was Vice President, Innovation at the company.

Elizabeth Arden Red Door Spa has appointed **Chad Waetzig** as Chief Marketing Officer. In this role, he is responsible for brand repositioning, new business opportunities and brand partnerships. Waetzig most recently was Executive Marketing Advisor at Blink Fitness LLC.

Home Shopping Network has appointed **John Aylward** as Chief Marketing Officer. In this role, he is responsible for the company's integrated marketing, omnichannel efforts, and creative strategy. Aylward most recently was Senior Vice President and Chief Marketing Officer at DSW, Inc.

Hooters of America LLC has appointed **Carl Sweat** as Chief Marketing Officer. Sweat most recently was Chief Marketing and Commercial Officer at In Zone Brands Inc.

Hyatt Hotels has named **Maryam Banikarim** as Global Chief Marketing Officer. In this role, she is responsible for driving the company's individual brands and experiences both online and offline as well as working across the organization to facilitate innovation around the guest experience. Banikarim most recently was Chief Marketing Officer at Gannett Company. The company has also hired **Debra Goetz** as Senior Vice President of Marketing and Global Communications. In this role, she is responsible for overseeing the company's corporate brand, social business and global communications efforts in line with its strategic priorities. Goetz most recently was Vice President of Corporate Marketing at the Gannett Company.

La Quinta Holdings Inc. has appointed **David Sims** as Vice President of Loyalty Marketing. In this role, he is responsible for the design, development, ongoing management and long-term enhancement of the La Quinta Returns program. Sims most recently was Vice President, CRM at General Nutrition Centers Inc.

Lionsgate Entertainment Corp. has promoted **Tim Palen** to the role of Chief Brand Officer and President of Worldwide Marketing. In this role, he maintains responsibility for running worldwide theatrical marketing operations across Lionsgate, Summit Entertainment and other labels. He oversees all theatrical marketing campaigns and strategy, media, creative advertising and digital media initiatives. Palen most recently was Chief Marketing Officer at the company.

Madison Square Garden Company has appointed **Sharon Otterman** as Senior Vice President and Chief Marketing Officer. In this role, she is responsible for planning and directing brand strategies that enable growth across the company's sports, media and entertainment businesses. Otterman most recently was Senior Vice President and Chief Marketing Officer at NBC Universal Media LLC.

McDonald's has appointed **Silvia Lagnado** as Executive Vice President and Global Chief Marketing Officer. In this role, she is responsible for all aspects of global brand management, including global marketing, menu and consumer insights. Lagnado most recently was President of Bacardi Global Brands Ltd.

NASCAR Inc. has promoted **Jill Gregory** to the role of Marketing Head. In this role, she is responsible for leading brand marketing, marketing and media research, and NASCAR creative design. Gregory will retain her previous role of overseeing NASCAR's Industry Services department.

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Noodles & Co. has appointed **Mark Mears** as Executive Vice President and Chief Marketing Officer. Mears most recently was Chief Marketing Officer at Schlotzsky Inc.

Peapod Inc. has appointed **Carrie Bienkowski** as Chief Marketing Officer. Bienkowski most recently was Head of Fashion at eBay Inc.'s European division.

Rita's Italian Ice has named **Robin Seward** as Chief Marketing Officer. In this role, she leads the development and execution of marketing strategies and research and development. Seward most recently was Vice President, Brand Marketing at Arby's.

The Field Museum has appointed **Ray DeThorne** as Chief Marketing Officer. In this role, he works with the Museum's communications, exhibitions, and guest relationship staff to drive revenue growth. DeThorne most recently was Executive Vice President at Leo Burnett.

Walt Disney Parks and Resorts has promoted **Jill Estorino** to the role of Executive Vice President of Global Marketing and Sales. Estorino most recently was Senior Vice President of Marketing and Strategy for the company's Asia Pacific locations.

Wendy's has promoted **Brandon Solano** to the role of Chief Marketing Officer. He most recently was Senior Vice President, Marketing at the company. In addition, **Kurt Kane** has been named Chief Concept Officer. In this role, he is responsible for all marketing, digital, and food innovation. Kane most recently was Global Chief Marketing and Food Innovation Officer at Pizza Hut, Inc.

Wyndham Hotel Group has promoted **Noah Brodsky** to the role of Senior Vice President, Worldwide Loyalty and Engagement. In this role, he oversees all loyalty and multi-brand marketing efforts, customer service operations and the company's newly formed global social media marketing group. Brodsky most recently was Vice President, Worldwide Loyalty at the company.

RETAIL

CVS Health Corp. has appointed **Norman de Greve** as Chief Marketing Officer. He most recently was President of DigitasLBi's Boston and Detroit offices.

GrubHub Inc. has appointed **Barbara Martin Coppola** as Chief Marketing Officer. In this role, she leads all marketing, sales, frequent flyer program creation, and business development strategies. Coppola most recently was Head of Marketing for Google Express at Google Inc.

JC Penney Co Inc. has appointed **Mary Beth West** as Chief Customer and Marketing Officer. West most recently was Chief Category and Marketing Officer at Mondelez International Inc.

Jet.com Inc. has appointed **Liza Landsman** as Chief Customer Officer. In this role, she oversees the end-to-end customer experience, from the company's analytics team to its marketing and branding staff. Landsman most recently was Executive Vice President and Chief Marketing Officer at E-Trade Financial Corp.

Kmart has appointed **Kelly Cook** as Chief Marketing Officer. In this role, she is responsible for brand innovation and revitalization, multi-functional marketing strategy and planning, and Kmart's omnichannel presence. Cook most recently was Executive Vice President and Chief Marketing Officer at DSW, Inc.

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Petco Animal Supplies Inc. has appointed **Michael Zuna** as Chief Marketing and Digital Officer. In this role, he leads all marketing, advertising, public relations, digital and e-commerce activities for the company. Zuna most recently was Executive Vice President and Chief Marketing Officer at Aflac U.S.

Sotheby's has appointed **David Goodman** as Executive Vice President of Digital Development and Marketing. Goodman most recently was President of Productions and Live Entertainment at The Madison Square Garden Company.

The Gap, Inc. has promoted **Scott Key** to the role of Senior Vice President, General Manager of Customer Experience. In this role, he oversees a newly combined e-commerce and marketing organization. Key most recently was Senior Vice President, General Manager, Customer Engagement Marketing at the company.

The Sports Authority Inc. has appointed **Ronald Stoupa** as Chief Marketing Officer. In this role, he leads the strategic development and oversight of the company's plans to build out the Sports Authority brand. Stoupa most recently was Chief Marketing Officer at Pep Boys.

Vineyard Vines has appointed **Rachel Deutsch** as Senior Vice President, Brand Marketing and Creative. Deutsch most recently was Vice President of Marketing and Public Relations at Calypso St. Barth.

EDUCATION SERVICES SECTOR

University of Phoenix has appointed **Joan Blackwood** as Senior Vice President and Chief Marketing Officer. Blackwood most recently was Chief Marketing Officer at Zumba Fitness LLC.

FINANCIAL SERVICES SECTOR

Answer Financial, Inc. has appointed **Darren Howard** as Chief Marketing Officer. In this role, he is responsible for all aspects of marketing, including business development, customer acquisition, marketing strategy, communications, and development of the company's customer value proposition. Howard most recently was interim Chief Marketing Officer at Esurance.

BBVA Compass has appointed **Jennifer Kelly Dominiquini** as Chief Marketing and Client Experience Officer. She most recently was Chief Marketing Officer at Evite.

Blackrock Inc. has appointed **Jason Hill** as Global Head of Media. Hill most recently was Global Director, Media and Content Strategy at General Electric Co.

Chicago Board Options Exchange, Inc. has appointed **Stephanie Klein** as Chief Marketing Officer. In this role, she is responsible for building a holistic brand marketing strategy for the company to educate and engage a broadening global customer base around CBOE's position as the premier destination for options and volatility trading resources. Klein most recently was Chief Marketing Officer, Asset Management at Northern Trust.

Discover Financial Services LLC has promoted **Julie Loeger** to the role of Chief Marketing Officer for its U.S. Cards business. In this role, she oversees sales and loan growth for the card business. Loeger most recently was Senior Vice President of Brand and New Cardmember Acquisition at the company.

Experian Consumer Services Inc. has appointed **Kristen Simmons** as Chief Marketing Officer. In this role, she leads strategic direction, development and execution of marketing for the company's consumer services in North America. Simmons most recently was a Managing Partner at Lightswitch, LLC.

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Franklin Square Capital Partners has appointed **Berta Aldrich** as Chief Marketing Officer. She most recently was Head of Marketing Strategy at The Vanguard Group.

Hartford Financial Services Group Inc. has promoted **Kathy Bromage** to the role of Chief Marketing and Communications Officer. In this role, she is responsible for the company's enterprise marketing, branding and communication functions. Bromage most recently was Chief Marketing Officer at the company.

MetLife Inc. has appointed **Esther Lee** as Executive Vice President, Global Chief Marketing Officer. In this role, she is responsible for global brand and marketing, advertising, and promotion. Lee most recently was Senior Vice President, Brand Marketing, Advertising and Sponsorships at AT&T.

Morningstar Inc. has appointed **Rob Pinkerton** as Chief Marketing Officer. In this role, he is responsible for the global marketing and communications organization. Pinkerton most recently was Chief Marketing Officer at HelloWallet.

Simon Property Group Inc. has appointed **Krystal Zell** as Senior Vice President of Marketing. In this role, she oversees the field marketing organization for all Simon Malls, The Mills and Simon Premium Outlets and is also responsible for the company's customer experience, loyalty and tourism centers. Zell most recently was Vice President of Starwood Preferred Guest at Starwood Hotels and Resorts.

Venio LLC has appointed **Robert Childress** as Senior Vice President, Marketing and Sales. In this role, he is responsible for driving revenue for the company and building relationships with its partners. Childress most recently has been owner and leader of the Masters Conference.

HEALTHCARE SECTOR

Alliqua Biomedical Inc. has appointed **Nino Pionati** as Chief Marketing and Strategy Officer. Pionati most recently was Vice President of Marketing at Bayer HealthCare Pharmaceuticals.

Bristol-Myers Squibb Co. has promoted **Murdo Gordon** to the role of Global Marketing Officer. Gordon most recently was U.S. Regional President at the company.

Treato has appointed **Christine Petersen** as Chief Consumer Officer and Chief Marketing Officer. In this role, she is responsible for the company's global marketing initiatives and oversees development and growth of the company's consumer health business. Petersen most recently was President, TripAdvisor for Business at TripAdvisor.

INDUSTRIAL AND NATURAL RESOURCES SECTOR

Arctic Cat Inc. has appointed **Greg Williamson** as Chief Marketing Officer. Williamson most recently was Chief Marketing Officer at Spectrum Brands Inc.

Cameron International Corp. has appointed **Justin Rounce** as Vice President, Marketing and Chief Technology Officer. In this role, he is responsible for Strategic Marketing, Communications and all aspects of Research and Development. Rounce most recently was Vice President of Marketing and Technology at OneSubsea.

CHS Inc. has appointed **Beth LaBreche** as Vice President of Enterprise Marketing and Communications. LaBreche most recently was an independent consultant at LaBreche.

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Crestwood has promoted **Bill Gautreaux** to the role of Chief Marketing Officer and Head of the Supply and Logistics Group. In this role, he is responsible for consolidating Crestwood's NGL and Crude marketing activities and leading its growth strategies around the company's platform. Gautreaux most recently was President, Liquids and Crude Business Unit at the company.

Firstenergy Corp. has promoted **Dennis Chack** to the role of Senior Vice President of Marketing and Branding. In this role, he is responsible for corporate branding, corporate communications and marketing of services and energy efficiency programs. Chack most recently was President of Ohio Operations at the company.

Ford Motor Co. has named **Mark LaNeve** as Head of U.S. Sales, Marketing and Service. In this role, he leads all marketing, sales, service, and dealer relations in the U.S. with a focus on innovative new digital communications and transformation of the customer retail experience. LaNeve most recently was Chief Operating Officer of Global Team Ford at WPP Group. The company has also promoted **Stephen T. Odell** to the role of Executive Vice President, Global Marketing, Sales and Services. In this role, he leads the company's continued efforts to improve the Ford and Lincoln brand images globally by connecting more closely with customers. Odell most recently was Executive Vice President and President of the company's European, Middle Eastern and African divisions.

Marathon Petroleum Corp. has promoted **Donald C. Templin** to the role of Executive Vice President, Supply, Transportation and Marketing. Templin most recently was Senior Vice President and Chief Financial Officer at the company.

Norfolk Southern Corp. has promoted **Alan Shaw** to the role of Executive Vice President and Chief Marketing Officer. Shaw most recently was Vice President, Intermodal Operations at the company.

Phillips 66 has promoted **Brian Mandell** to the role of President of Marketing. In this role, he is responsible for leading global marketing of gasoline, diesel, aviation fuel, petroleum fuel, petroleum coke and polypropylene. Mandell most recently was Global Trading Lead, Clean Products at the company.

United States Postal Service has promoted **Jim Cochrane** to the role of Chief Marketing and Sales Officer. In this role, he is responsible for all domestic and international products marketing, development and management. He is also responsible for the Postal Service Pricing, Channel Access, Global Business, Sales and Stamp Services organizations. Cochrane most recently was Chief Information Officer and Executive Vice President at the company.

United Continental Holdings Inc. has promoted **Thomas O'Toole** to the role of Chief Marketing Officer. O'Toole most recently was Senior Vice President of Marketing and Loyalty at the company.

PROFESSIONAL SERVICES SECTOR

Merrill Corp. has appointed **Alan Scott** as Chief Marketing Officer. Scott most recently was Chief Marketing Officer at Wolters Kluwer Law & Business Inc.

TECHNOLOGY SECTOR

AT&T Inc. has promoted **Lori Lee** to the role of Global Marketing Officer. In this role, she oversees brand strategy, advertising, corporate communications, events and sponsorships worldwide. Lee most recently was Senior Executive Vice President of company's Home Solutions Division.

Ciena Corp. has appointed **Marcus Starke** as Senior Vice President and Chief Marketing Officer. Starke most recently was Chief Marketing Officer at MicroStrategy.

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Cisco Systems Inc. has promoted **Karen Walker** to the role of Chief Marketing Officer. In this role, she is responsible for the company's Global Marketing, Corporate Communications, and Government and Community Relations groups. Walker most recently was Senior Vice President of Marketing at the company.

CoStar Group has appointed **Becky Carr** as Chief Marketing Officer. In this role, she is responsible for executing a marketing strategy that will grow sales and market share for the company, engaging key stakeholders, increasing customer demand and attracting new customers. Carr most recently was Chief Marketing Officer at CenturyLink Technology Solutions.

Datamyx has appointed **Rich Walker** as Chief Marketing Officer. In this role, he manages the marketing functions across all vertical markets and leads development of the firm's Prescreen Advisory Services. Walker most recently was Managing Director at Winterberry Group.

DocuSign Inc. has named **Brad Brooks** as Chief Marketing Officer. He most recently was Chief Marketing Officer and Senior Vice President, Global Marketing at Juniper Networks.

FreeWave Technologies has named **Scott Allen** as Chief Marketing Officer. He most recently was an Executive Consultant at DermagenUSA.

FusionOps has appointed **Tony Wessels** as Chief Marketing Officer. In this role, he oversees all aspects of the company's global strategy and worldwide marketing efforts. Wessels most recently was Vice President, Marketing at Coupa Software.

GoDaddy has promoted **Phil Bienert** to the role of Chief Marketing Officer. In this role, he is responsible for expanding the company brand globally with a core customer-focus. Bienert most recently was Executive Vice President of Digital Commerce at the company.

Hewlett-Packard Co. has appointed **Antonio Lucio** as Chief Marketing Officer. In this role, he will lead marketing for the PC and printer arm of the company. Lucio most recently was Chief Brand Officer at Visa, Inc.

Kemet Corp. has promoted **Claudio Lollini** as Executive Vice President of Global Sales and Marketing. Lollini most recently was Vice President of Sales for Asia Pacific at the company.

LifeLock Inc. has appointed **Ty Shay** as Chief Marketing Officer. In this role, he oversees all consumer, brand and partner marketing. Shay most recently was Chief Marketing Officer at SquareTrade Inc.

Northsight Capital Inc. has appointed **Alex Mardikian** as Chief Marketing Officer. He most recently was Co-Founder of OBPGlobal.

Opus Global has appointed **Bruce Grant** as Senior Vice President and Chief Marketing Officer. He most recently was Head of Strategic and Business Intelligence and Director of Strategic Marketing at Calypso Technology.

PlanSource Holdings Inc. has appointed **Nancy Sansom** as Chief Marketing Officer. In this role, she is responsible for all marketing and communications at the company. Sansom most recently was Chief Marketing Officer at PeopleMatter.

PTC Inc. has named **Charlie Ungashick** as Chief Marketing Officer. He most recently was Chief Marketing Officer at Globoforce.

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SevOne Inc. has appointed **Jim Melvin** as Chief Marketing Officer. In this role, he is responsible for global structure, strategy, and implementation of SevOne's marketing efforts. Melvin most recently was President and Chief Executive Officer at AppNeta.

Spark Networks Inc. has appointed **John Volturo** as Chief Marketing Officer. In this role, he has responsibility for the company's global marketing and customer service operations. Volturo most recently was Chief Executive Officer at Strategic Mgmt 360, Inc.

Sprint Corp. has appointed **Kevin Crull** as Chief Marketing Officer. In this role, he is responsible for all products and services, brand and advertising, customer acquisition and retention, and all digital and social efforts. Crull most recently was President at Bell Media, Inc.

Vonage Holdings Corp. has appointed **Ted Gilvar** as Chief Marketing Officer. In this role, he is responsible for leading all aspects of the company's marketing strategy and for advancing the company's integrated marketing efforts across its business and consumer segments. Gilvar most recently was Chief Marketing Officer at Monster Worldwide, Inc.

Vubiquity Inc. has named **Michele Edelman** as Executive Vice President, Marketing and Communications. She most recently was Vice President, Worldwide Direct to Consumer Marketing, Home Entertainment Division at Warner Bros. Studios.

Windstream Communications Inc. has appointed **Joseph Harding** as Executive Vice President and Enterprise Chief Marketing Officer. In this role, he is responsible for all aspects of marketing for the company's enterprise business unit, including the go-to-market strategy, lead generation, product roadmap, pricing and customer insight and brand management. Harding most recently was Chief Marketing Officer at Integra Telecom Inc.

Russell Reynolds Associates is a global leader in assessment, recruitment and succession planning for boards of directors, chief executive officers and key roles within the C-suite. With more than 370 consultants in 45 offices around the world, we work closely with public, private and nonprofit organizations across all industries and regions. We help our clients build teams of transformational leaders who can meet today's challenges and anticipate the digital, economic, environmental and political trends that are reshaping the global business environment. Find out more at www.russellreynolds.com. Follow us on Twitter: @RRAonLeadership

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