
Trends and Moves

Marketing Moves 2017: Q1 – Q2

Record Marketing Turnover and the CMO Succession Crisis

To better understand current trends in the appointment and turnover of marketing officers, Russell Reynolds Associates tracked and analyzed 187 notable, publicly disclosed marketing-leadership moves in the first half of 2017.

KEY FINDINGS

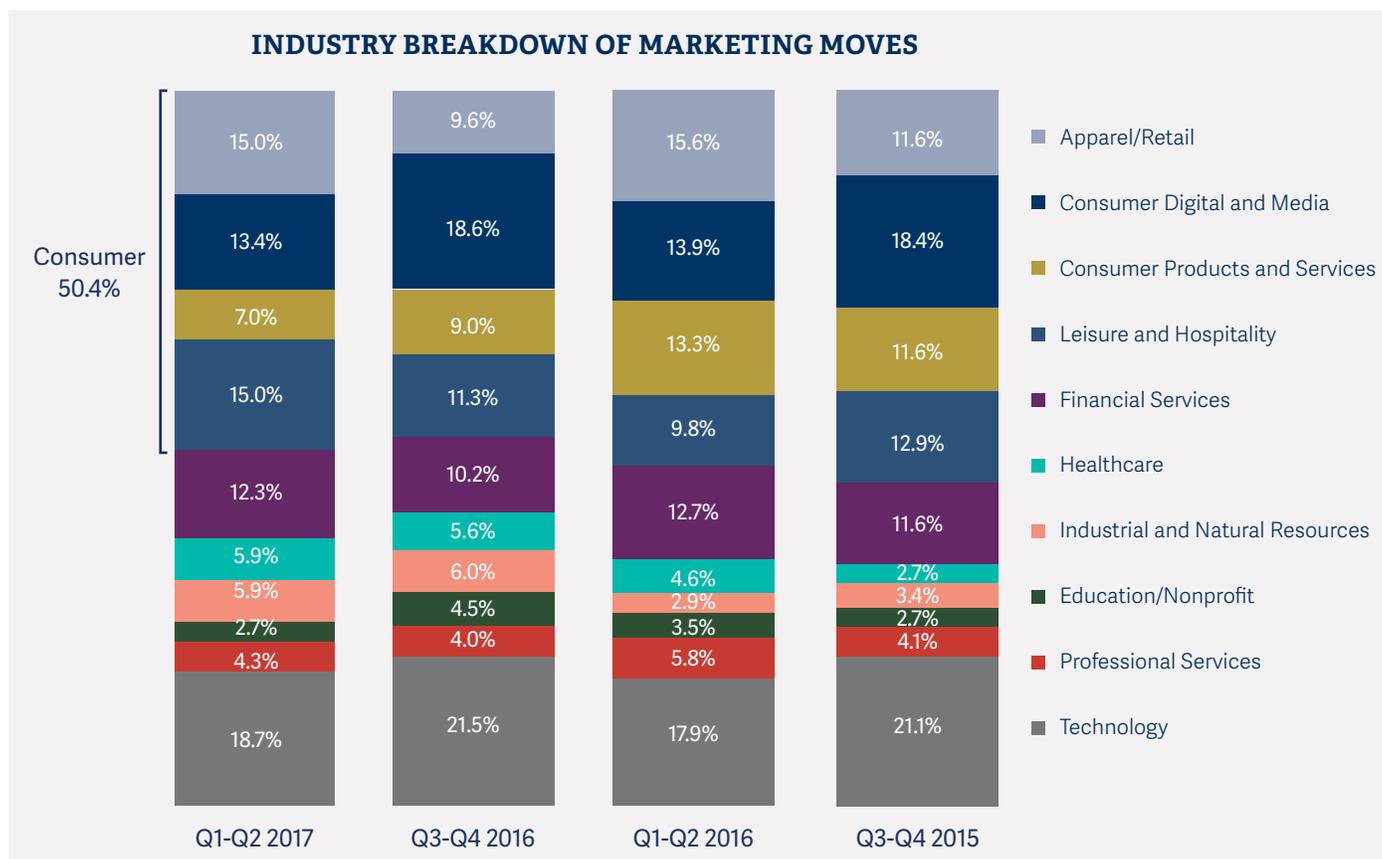
- **Acute CMO succession crisis.** 72 percent of publicly reported chief marketing officer appointments in the first half of 2017 were external hires, up from 64 percent this time last year. This trend suggests internal CMO succession planning continues to be a major challenge for most businesses. It also implies aspiring next generation CMO leaders will need to change employers to reach the next level of their career.
- **Record turnover continues.** 2017 continues to witness the persistent trend of high volume of marketing-leadership turnover. 187 reported marketing-leader appointments in a six month period is the greatest number we have observed since we began comprehensively tracking all major appointments nearly five years ago. Marketing-leadership continues to demonstrate high volatility.
- **Gender parity stalls slightly.** 41 percent of first half 2017 marketing-leadership appointments were women. This is down from a record high of 47 percent in the second half of 2016.
- **Help wanted outside of healthcare and industrial.** Both healthcare and industrial continued their trend of appointing marketing leaders from outside their respective industry, with 78 percent and 57 percent of their marketing-leader appointments recruiting talent from outside the industry in Q1-Q2, respectively. The consumer and technology industries each accounted for 43 percent of the cross-industry hires into healthcare organizations.
- **Industry insiders for the rest.** The consumer and technology industries maintained their trend of appointing marketing leaders from within their own industries, at 76 and 71 percent, respectively. Financial services companies, which a year ago were known to seek marketing-leadership from outside the industry, have only done so 27 percent of the time in the last 12 months.
- **Quick service restaurants in flux.** In Q1-Q2 2017, QSRs accounted for 57 percent of all marketing-leader appointments within leisure and hospitality, which includes restaurants, retail services, airlines, hotels, sports organizations, etc., as well as 17 percent of all consumer. Of the 20 most successful QSRs in the US¹, seven changed marketing leaders in the past six months and 60 percent of them have done so in the past 24 months.
- **CMOs not getting promoted.** Of the marketing leaders who left their role in Q3-Q4 2016, only 21 percent were internally promoted. Of those who left their company, 22 percent were “externally promoted,” taking a higher role at a different company.

¹ Business Insider.

GENERAL TRENDS

Industry Breakdown of Marketing Moves

The consumer industry as a whole accounted for slightly above 50 percent of the marketing-leadership turnover in the first half of 2017, up from 49 percent in the final two quarters of 2016 and down from 53 percent in the same time period last year. The retail sector still showed signs similar to the volatility it had a year ago amassing 15 percent of all marketing moves, which is comparable to the 16 percent in Q1-Q2 2016. The leisure and hospitality sector had the same proportion in Q1-Q2 2017 – 15 percent – which was up from 10 percent year-over-year. For the remainder of the sectors within consumer, 13 percent of marketing moves in Q1-Q2 were made by consumer digital and media companies and 7 percent took place within consumer products and services, down from 19 and 9 percent, respectively.

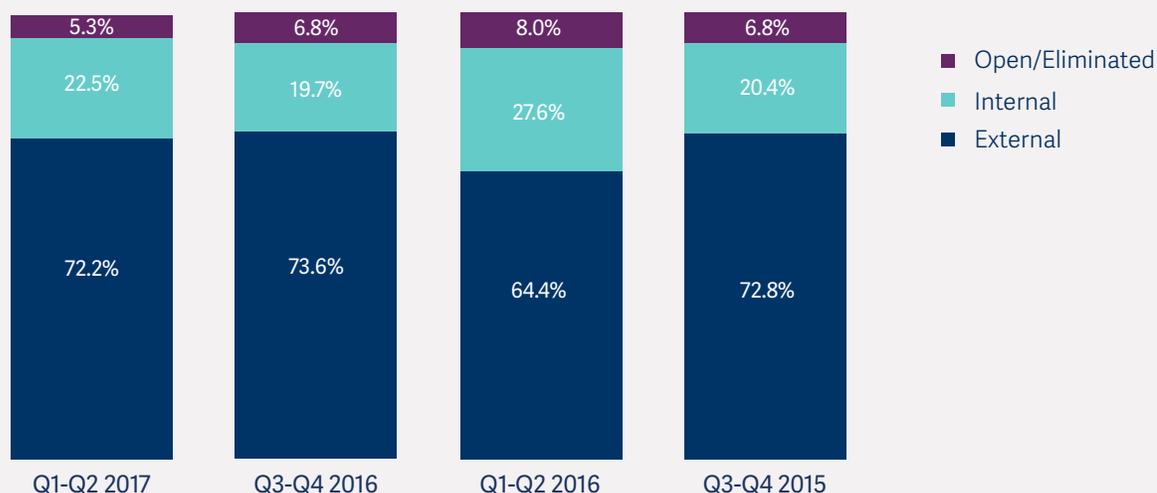


Outside of consumer, not much has changed in terms of the proportion of marketing-leader changes, although in the last two years, the healthcare industry has more than doubled its “market” share amongst the group.

Internal vs. External Hires

Top marketers continue to be hired for, as opposed to being promoted into, the most senior marketing-leadership role in a company. The share of external appointments accounted for 72 percent of all moves versus 74 percent in Q3-Q4 2016 and 64 percent during Q1-Q2 2016. Internal appointments increased slightly – now 23 percent – in H1 2017 but there remains a clear succession problem for CMOs as less than one in four marketing-leadership changes was someone from within their respective company.

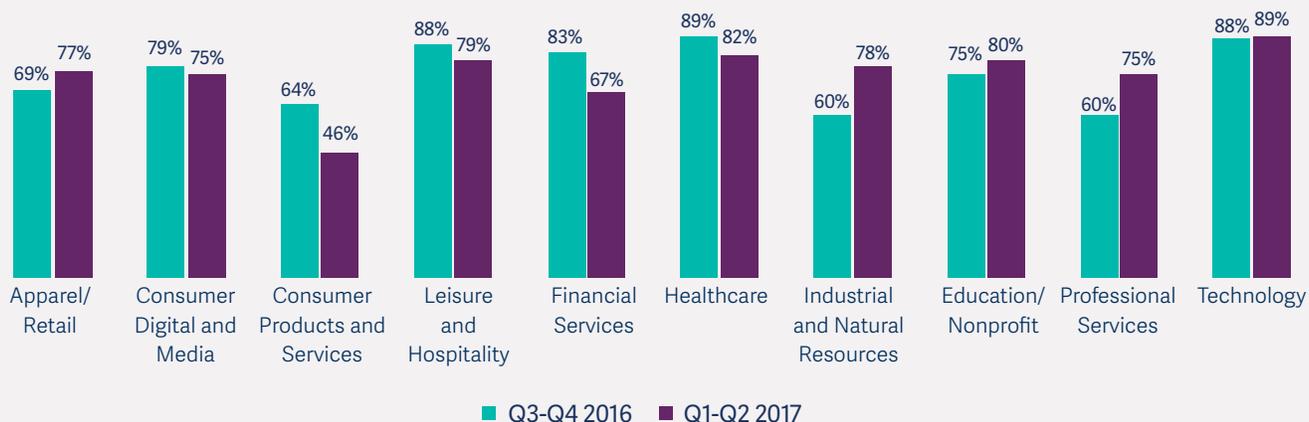
TYPES OF MARKETING-LEADERSHIP CHANGES



For internal appointments, the average tenure with the company prior to promotion was 7.3 years across all industries, up from 6.3 years in the final two quarters of 2016, yet down from the 9.9 years of experience prior to promotion seen in the first half of 2016.

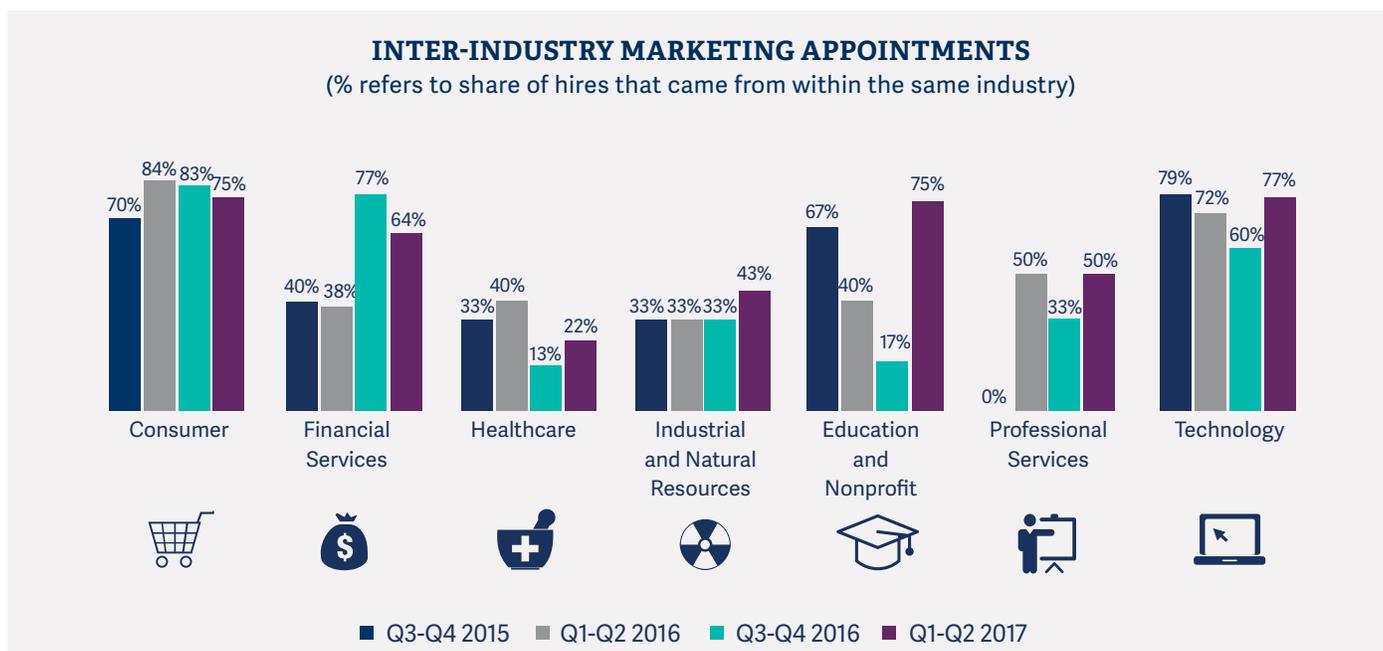
Technology and healthcare companies have been averse to internally promoting top marketing talent, with 89 percent (up from 88) and 82 (down from 89) percent of their appointments coming from outside the organization, respectively. The consumer products and services sector, which is known for having legacy consumer packaged goods companies with marketing-lifers, was the only sector/industry to have a majority of internal marketing promotions. Just 46 percent of the marketing appointments in the sector were external, a decrease from 64 percent in Q1-Q2 2016, which was among the lowest of the group at that time, as well.

EXTERNAL APPOINTMENTS BY SECTOR



Inside of Industry vs. Outside of Industry

Both consumer and technology continued a strong trend of external appointments coming mainly from within their respective industries. In the first half of 2017, 75 percent of external hires were intra-industry for consumer companies, which was a sizeable decrease from the 83 percent in all of 2016. There may be a new trend within the financial services industry of hiring top marketers from inside the industry – 64 and 77 percent of appointments in H1 of 2017 and H2 of 2016 – which was not the case just a year ago.



In contrast, healthcare and industrial and natural resources companies continued their tendency to poach marketing talent from other industries. Just 22 percent of healthcare external marketing hires were intra-industry as were only 43 percent of industrial and natural resources' appointments.

Overall, in the first half of 2017, 68 percent of all external marketing appointments were intra-industry. Taking into account the individual consumer sectors – apparel / retail, consumer digital and media, consumer products and services and leisure and hospitality – just over half of all appointments were intra-sector. Specifically, both apparel/retail and consumer digital and media companies hired a majority of their marketing leaders from outside their respective sectors in H1 2017, which was not the case in the six months prior. Intra-sector appointments in apparel/retail came in at just 45 percent which was down from 73 percent in H2 2016, while the consumer digital and media sector was down to 44 from 65 percent.

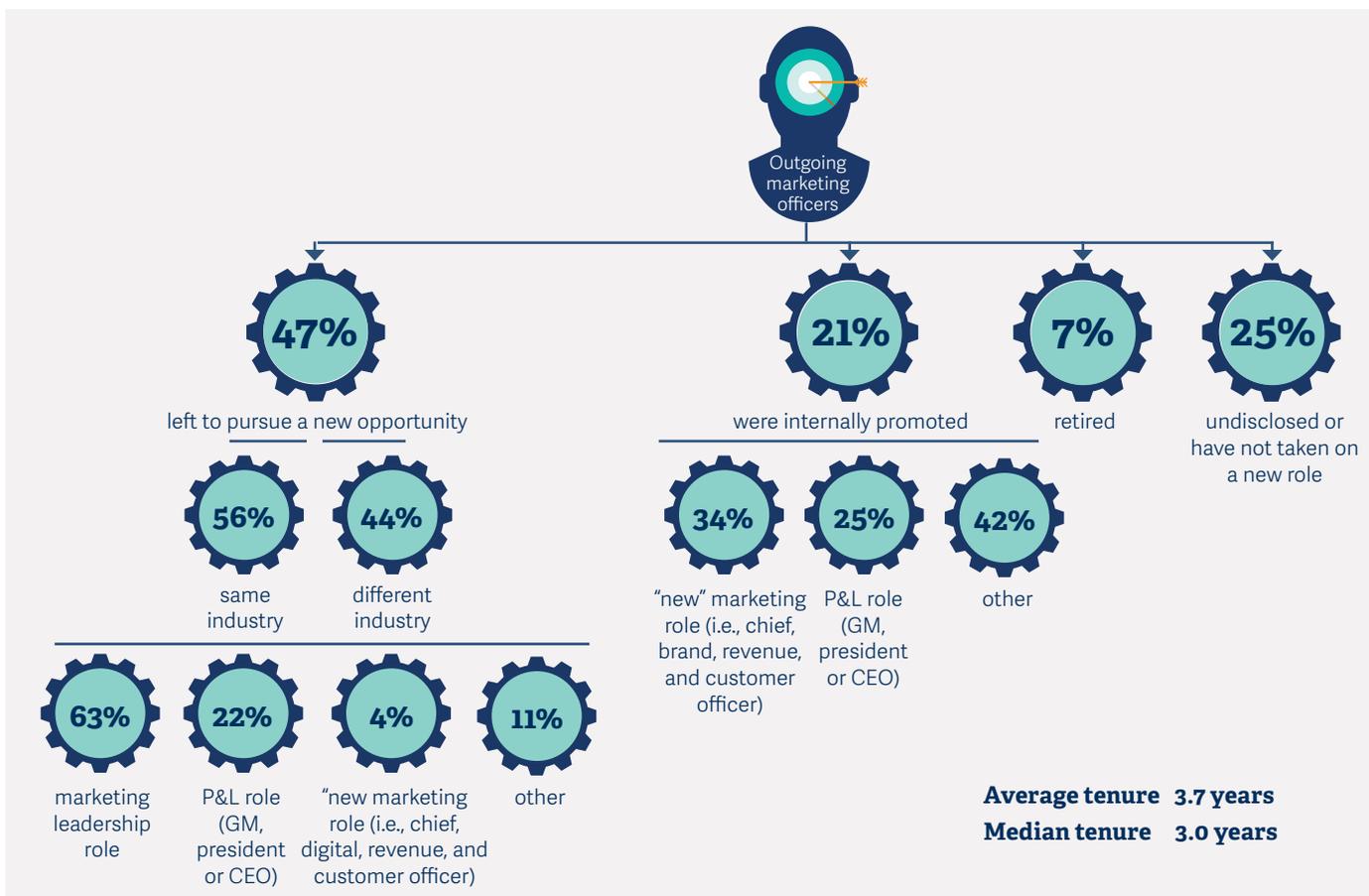
INTER-SECTOR APPOINTMENTS: CONSUMER

(% refers to share of hires that came from within the same sector)



Where Do Chief Marketing Officers Go?

Though the proportion of promotions for marketers who exited in the last half of 2016 compared to the first half has increased from 9 to 21 percent, there is still the concern that there is not much promise for CMOs to move up within their own organization. Even moving up by joining another organization only occurred one in five times. The one positive from this is that CMO tenure is beginning to increase, as those who left their role in H2 2016 had an average tenure of 3.7 years.



CONSUMER SECTOR

APPAREL / RETAIL

Abercrombie & Fitch has appointed **Will Smith** as chief marketing officer. Smith is responsible for all brand, creative and digital marketing. He was most recently chief marketing officer, Famous Footwear, at Caleres.

Albertsons Companies has appointed **Narayan Iyengar** as senior vice president, digital marketing and e-commerce. Iyengar is responsible for all aspects of digital marketing including loyalty programs, shopper marketing and the company's overall digital presence, including home delivery. He was most recently vice president, e-commerce and Digital Travel Trade, at The Walt Disney Company.

Amazon has appointed **Rob Sorensen** as head of marketing, Amazon Books. Sorensen was most recently senior vice president, marketing and omnichannel, at LensCrafters.

Aspen Dental has appointed **Will Setliff** as chief marketing officer. Setliff is responsible for defining and driving brand and marketing goals that support the company's growth strategy, focusing on creating a single voice of the customer and driving an omnichannel platform. He was most recently executive vice president, marketing, at Kohl's.

At Home has appointed **Ashley Sheetz** as chief marketing officer. Sheetz was most recently senior vice president and director, business strategy & innovation, at MARC USA.

Belle Tire has appointed **Vivek Saran** as chief marketing officer. Saran was most recently group vice president and chief marketing officer at Sally Beauty.

Big Lots saw the departure of its chief customer officer, **Andrew Stein**.

BSN Sports has appointed **Jared Drinkwater** as chief marketing officer. Drinkwater was most recently vice president, marketing, at Pizza Hut.

Burlington Stores has appointed **Fred Hand** as chief customer officer. Hand is responsible for overseeing store operations, real estate and store design/construction, marketing, strategy and e-commerce. He was most recently vice president, stores, at the company.

Canada Goose saw the departure of its chief brand officer, **Kevin Spreekmeester**.

Coach has appointed **Carlos Becil** as chief marketing officer. Becil was most recently chief marketing officer at Equinox.

Dick's Sporting Goods has appointed **Scott Hudler** as senior vice president, chief marketing officer. Hudler was most recently chief digital officer at Dunkin Brands.

HoneyBaked Ham Company has appointed **Jo Ann Herold** as chief marketing officer. Herold is responsible for strategic marketing, directing development and execution to generate continued demand for products and participation with the brand. She was most recently interim chief marketing officer at Tropical Smoothie Café.

JCPenney has appointed **Marci Grebstein** as executive vice president, chief marketing officer. Grebstein was most recently chief marketing officer at Lowe's.

Kohl's has appointed **Greg Revelle** as chief marketing officer. Revelle is responsible for the company's overall marketing strategy and will focus on driving customer engagement through analytics, enhancing the loyalty platform, accelerating customer traffic and continuing to build Kohl's overall brand position. He was most recently chief marketing officer at Best Buy.

Lowe's has appointed **Jocelyn Wong** as chief marketing officer. Wong is responsible for leading customer experience design, content strategy and development, customer relationship management, advertising and media. She was most recently senior vice president and general merchandising manager, Seasonal, at the company.

Mattress Firm has appointed **Sicily Dickenson** as chief marketing officer. Dickenson was most recently chief marketing officer and senior vice president, marketing and customer experience, at NRG Energy.

Pilot Flying J has appointed **Whitney Haslam-Johnson** as chief experience officer. Haslam-Johnson is responsible for leading marketing innovation and enhancements across all channels, the rebranding and remodeling of all Pilot and Flying J locations, directing sports and marketing sponsorships and the rollout of new digital communication tools. She was most recently vice president, brand and customer experience, at the company.

Ralph Lauren has appointed **Jonathan Bottomley** as chief marketing officer. Bottomley was most recently chief strategy officer at Vice Media.

Redbox has appointed **Ash Eldifrawi** as chief marketing and customer experience officer. Eldifrawi is responsible for all functions of marketing including digital marketing, advertising, brand, loyalty programs, marketing communications, and creative services. He was most recently chief commercial officer at Gogo.

Rue21 has appointed **Brett Trent** as chief marketing officer. Trent is responsible for expanding the use of data and technology to more closely interact with rue21's customers at every brand touchpoint. He was most recently chief digital officer at the company.

Sears Canada has appointed **Zach James** as senior vice president, marketing. James was most recently vice president, corporate and category marketing, at Walmart Canada.

Staples has appointed **Michelle Bottomley** as chief marketing officer. Bottomley is responsible for marketing across the company, helping Staples pivot to focusing on its North American delivery business. She was most recently chief marketing officer at Mercer.

Target has appointed **Rick Gomez** as executive vice president and chief marketing officer. Gomez is responsible for marketing and media strategy, creative, marketing communications, guest research, loyalty, and corporate communications. He was most recently senior vice president, marketing, at the company.

Tom Ford has appointed **Charlotte Blechman** as chief marketing officer. Blechman was most recently executive vice president, marketing and communications, at Barneys New York.

Toys 'R' US has appointed **Carla Hassan** as executive vice president, global chief marketing officer. Hassan is responsible for developing a global marketing strategy to drive growth and positioning and enhancing the relevancy of the brand by leveraging relationships with vendors and licensing partners to increase positive consumer perception. She was most recently senior vice president, brand management – Global Beverages, at PepsiCo.

Walgreens Boots Alliance has appointed **Adam Holyk** as chief marketing officer. Holyk is responsible for marketing and brand strategy, specifically omni-channel marketing activities supporting the retail, pharmacy and healthcare businesses and managing customer loyalty and customer offer development. He was most recently vice president, corporate strategy development, at the company.

CONSUMER DIGITAL AND MEDIA

Ai Media Group has appointed **Stephanie Anderson** as chief marketing and strategy officer. Anderson is responsible for all strategy, marketing and business development initiatives. She was most recently senior vice president and chief marketing officer at Time Warner Cable.

Ancestry.com has appointed **Vineet Mehra** as chief marketing officer. Mehra was most recently president, Baby Care, at Johnson & Johnson.

Art.com has appointed **Lisa Sullivan-Cross** as chief marketing officer. Sullivan-Cross was most recently vice president, growth and brand marketing, at Pandora Media.

EatStreet has appointed **Suzanne Harms** as chief marketing officer. Harms is responsible for driving the company's growth through heightened brand awareness, customer acquisition, retention and customer insights. She is also serving as chief creative officer responsible for building a fan-focused brand. She was most recently vice president, marketing and creative, as Duluth Trading Company.

eBay has appointed **Olivier Ropars** as vice president and chief marketing officer, Stubhub. Ropars was most recently head of global performance marketing and customer acquisition at eBay.

FOX Television Group has appointed **Shannon Ryan** as chief marketing officer. Ryan is responsible for all marketing and publicity for Fox, Twentieth Century Fox Television, and Fox 21 Television Studios. She was most recently executive vice president, marketing and communications, at the company.

FOX Television Group has also appointed **Darren Schillace** as executive vice president, marketing. Schillace is responsible for managing the company's marketing strategy, media, social content marketing, affiliate marketing, and brand partnerships. He was most recently senior vice president, marketing strategy, at ABC Television.

Freeform has appointed **Tricia Melton** as senior vice president, marketing. Melton is responsible for the creative marketing vision for the network and spearheading the strategic execution of all marketing activities across linear and digital platforms, including integrated marketing, audience development, franchise and brand management, and promotional partnerships. She was most recently senior vice president, entertainment marketing and branding – TBS, TNT, and Turner Classic Movies, at Turner Broadcasting.

Getty Images has appointed **Gene Foca** as chief marketing officer. Foca was most recently senior vice president, marketing, at FreshDirect.

Havas New York has appointed **Jon Dupuis** as chief performance marketing officer and managing director. Dupuis was most recently senior vice president, marketing, at DigitasLBI.

Instacart saw the departure of its chief marketing officer, **Cheryl Law**.

Leo Burnett has appointed **Katie Newman** as chief marketing officer, United States. Newman is responsible for innovating and incubating a new model that puts data at the forefront of the creative process. She was most recently chief marketing officer at Ardent.

MediaLink has appointed **Dana Anderson** as chief marketing officer, United States. Anderson is responsible for helping deliver brand performance by focusing on transformation efforts that change behavior and connect to new ways of working, strengthening brands, supporting growth and partnership initiatives, sharpening strategies and enhancing execution. She was most recently senior vice president and chief marketing officer at Mondelez.

Open Road Films has appointed **Loren Schwartz** as president, marketing. Schwartz was most recently executive vice president, marketing, at Screen Gems.

Organic has appointed **Michelle Tang** as chief growth officer. Tang was most recently chief marketing officer, FCB New York, at FCB Global.

Showtime Networks has appointed **Donald Buckley** as chief marketing officer. Buckley is responsible for the marketing, creative advertising, and digital media divisions for the company, including consumer marketing, promotions, media, and the day-to-day operations for digital marketing, broadband, mobile, emerging-platform initiatives, and multiplatform content. He was most recently senior vice president, digital services, at the company.

Slice has appointed **Ryan Scott** as chief marketing officer. Scott was most recently chief marketing officer at SoulCycle.

Sorenson Media has appointed **Tom Roberts** as chief marketing officer. Roberts is responsible for all marketing activities including brand development, corporate communications, customer acquisition, digital, and content marketing. He was most recently senior vice president, marketing, at Sprint.

STX Entertainment has appointed **Eddie Egan** as president, domestic marketing – STXfilms. Egan is responsible for overseeing creative advertising, research, digital marketing, public relations, promotions, events, and media and innovation. He was most recently head of marketing at the company.

Uber has appointed **Bozoma Saint John** as chief brand officer. Saint John was most recently head of global and consumer marketing for iTunes at Apple.

Viacom has appointed **Niels Schuurmans** as chief marketing officer – Paramount Network, TV Land & CMT. Schuurmans was most recently executive vice president, marketing and creative content solutions, at the company.

Vox Media has appointed **Lindsay Nelson** as chief marketing officer. Nelson is responsible for overseeing a new marketing division within Vox that encompasses branded content, revenue streams, ad partnerships, as well as all external marketing efforts. She was most recently global head of brand strategy at the company.

WPP has appointed **Jim Meyer** as chief marketing officer, GroupM – North America. Meyer is responsible for marketing the company's platform technologies and service organization, which helps clients apply deep audience insights throughout their campaign. He was most recently chief marketing officer, North America, at Ipsos.

YouCaring has appointed **Maly Ly** as chief marketing officer. Ly was most recently global head of engagement & growth at Eventbrite.

Zola has appointed **Mike Chi** as chief marketing officer. Chi was most recently vice president, marketing & eCommerce, at INTERMIX.

CONSUMER PRODUCTS AND SERVICES

Coca-Cola has appointed **Francisco Crespo** as chief growth officer. Crespo is responsible for the company's global marketing & corporate strategy, working with customer and commercial leadership teams to drive global growth. He was most recently president, Mexico, at the company. **Marcos de Quinto**, Coca-Cola's former chief marketing officer has left the company.

Coca-Cola has also appointed **Kellam Mattie** as vice president, marketing and innovation – Venturing and Emerging Brands. Mattie is responsible for leading marketing strategy and innovation in North America, helping identify and build new growth opportunities. She was most recently an independent consultant, focusing on brand positioning, strategic planning, and consumer insights across many industries.

Fortune Brands Home & Security has appointed **Mark-Hans Richer** as senior vice president, chief marketing and innovation officer. Richer is responsible for identifying strategic and consumer-led opportunities to drive innovation to fulfill unmet consumer needs, as well as guiding global product development efforts and industrial design to

create exciting new offerings under this house of brands. He was most recently senior vice president, chief marketing officer, at Harley Davidson.

General Mills has appointed **Ivan Pollard** as global chief marketing officer. Pollard is responsible for the global marketing and media planning functions. He was most recently senior vice president, strategic marketing, at Coca-Cola North America.

Hormel Foods has appointed **Karen Wiernik** as senior vice president, marketing – CytoSport. Wiernik was most recently senior director, innovation and business development, at the company.

KIND has appointed **Erin Cast** as senior vice president, marketing – Energy & Nutrition. Cast is responsible for driving household penetration and broader mass-market awareness to build broader strategic brand marketing capability. She was most recently vice president, marketing – Garnier Hair Care, at L’Oreal.

L’Oreal has appointed **Stephanie Binette** as chief marketing officer, L’Oreal Canada. Binette is responsible for managing L’Oreal Canada’s marketing transformation in the digital era. She was most recently general manager, L’Oreal Paris.

Mast-Jägermeister has appointed **Chris Peddy** as chief marketing officer, United States. Peddy is responsible for the company’s new brand identity launch, as well as US marketing platforms, brand strategy and innovation, digital marketing, customer marketing and public relations. He was most recently vice president, brands, at the company.

PepsiCo has appointed **Greg Lyons** as chief marketing officer, North American beverages. Lyons is responsible for overseeing marketing for sodas, waters, teas, energy and ready-to-drink coffee drinks in the US. He was most recently senior vice president, marketing – North American Beverages, at the company.

Pinnacle Foods has appointed **Mark Schiller** as chief commercial officer. Schiller is responsible for key commercial functions across the organization, including marketing strategy, innovation, product development, package design, commercialization, productivity, consumer insights and shopper marketing. He was most recently executive vice president and president, North American Retail, at the company.

The Clorox Company has appointed **Magnus Jonsson** as vice president, marketing and communications. Jonsson is responsible for providing strategic leadership globally for the consumer marketing organization and ensuring that the company is deploying the right marketing technologies and platforms that will scale as efficiently as possible. He was most recently global chief marketing officer at A.T. Cross Company.

Welch’s has appointed **David Eisen** as chief marketing officer. Eisen was most recently interim chief marketing officer & general manager, Beverages, at the company.

World and Main has appointed **Brenda Geib Heffelfinger** as chief marketing officer and head of product management. Heffelfinger is responsible for directing, planning, organizing and controlling all product management and marketing-related activities, including new product and brand development, effective marketing and lifecycle review, and product category rationalization. She was most recently marketing director at Newell Brands.

LEISURE AND HOSPITALITY

American Airlines saw the departure of its vice president, global marketing, **Fern Fernandez**.

Brinker International has appointed **Steve Provost** as chief marketing and innovation officer – Chili’s Grill & Bar. Provost is responsible for consumer insights, culinary innovation and marketing. He was most recently senior vice president, marketing – Maggiano’s Little Italy, at the company.

Captain D's has appointed **Bob Kraut** as executive vice president and chief marketing officer. Kraut was most recently senior vice president, global chief marketing officer, at Papa John's International.

Church's Chicken has appointed **Hector Munoz** as chief global marketing officer. Munoz is responsible for new product development, consumer insights, advertising, multi-cultural marketing, brand equity, positioning, media buying and planning, packaging, field and promotional marketing, and guest engagement. He was most recently chief marketing officer at Popeye's Louisiana Kitchen.

CICI Enterprises has appointed **Billie Jo Waara** as chief marketing officer. Waara was most recently chief marketing officer at Taco John's International.

CKE Restaurants has appointed **Jeff Jenkins** as chief marketing officer. Jenkins is responsible for reinvigorating creative campaigns. He was most recently global head of digital strategy and marketing at Whole Foods Market.

Culver's Franchising System has appointed **Julie Fussner** as vice president, marketing. Fussner was most recently associate vice president, brand and consumer marketing, at American Family Insurance.

Home Franchise Concepts has appointed **Gayle Franger Milling** as chief marketing officer. Milling is responsible for developing and implementing a global brand strategy that drives significant growth across company's three consumer brands as well as leading all integrated marketing efforts, digital and eCommerce. She was most recently chief marketing officer at Lindora.

KFC promoted its US chief marketing officer, **Kevin Hochman**, to president, US and chief concept officer.

Long John Silver's appointed **Angela Sanders** as chief marketing officer. Sanders was most recently senior vice president, marketing, at Jackson Hewitt Tax Service.

Marco's Franchising has appointed **Steve Seyferth** as vice president, chief marketing officer. Seyferth was most recently vice president, AdWorks, at AT&T.

McDonald's has appointed **Morgan Flatley** as chief marketing officer, United States. She was most recently senior vice president, chief marketing officer – Global Nutrition, at PepsiCo.

Pacific Hospitality Group has appointed **Scott Meldrum** as chief marketing officer. Meldrum was most recently executive vice president and managing director, strategy, at Initiative.

Papa John's International has appointed **Brandon Rhoten** as chief marketing officer. Rhoten was most recently vice president, advertising, media and digital/social, at Wendy's International.

Pei Wei has appointed **Brandon Solano** as chief marketing officer. Solano was most recently chief marketing officer at Papa Murphy's International.

PGA Tour has appointed **Joe Arcuri** as chief marketing officer. Arcuri was most recently chief commercial officer at Newell Brands.

Popeye's saw the departure of its chief brand officer, **Dick Lynch**.

PSAV has appointed **Carla Carry** as chief marketing officer. Carry is responsible for the strategic development and positioning of the company's brand, driving segment-relevant demand generation programs, and building lead acquisition. She was most recently general manager, College of Business and Management, at Devry University.

Regis Corporation has appointed **Rachel Endrizzi** as chief marketing officer. Endrizzi is responsible for the company's integrated marketing, brand management and communications strategy. She was most recently vice president, branding and marketing communications, at the company.

Rush Street Gaming has appointed **Mark Lunter** as chief marketing officer. Lunter was most recently regional vice president, marketing, at Caesars Entertainment.

SeaWorld has appointed **Denise Godreau** as chief marketing officer. Godreau was most recently chief marketing officer at Baha Mar.

Sonic Corporation has appointed **Lori Abou Habib** as chief marketing officer. Habib is responsible for brand strategy, product innovation, national marketing, brand management, media, digital strategy and marketing technology. She was most recently vice president, national marketing, at the company.

Southwest Airlines has appointed **Ryan Green** as chief marketing officer. Green was most recently vice president, marketing, at the company.

Subway has appointed **Karlin Linhardt** as senior vice president, marketing – North America. Linhardt is responsible for the region's marketing teams and core disciplines, including advertising, media planning and execution, menu innovation and development, and sponsorships. He was most recently a senior consultant at Accenture.

Tampa Bay Buccaneers have appointed **Atul Khosla** as chief brand and corporate partnerships officer. Khosla was most recently chief operating officer for the Chicago Fire.

TGI Friday's has appointed **Stephanie Perdue** as chief marketing officer. Perdue was most recently chief product marketing officer at Taco Bell.

Two Roads Hospitality has appointed **Sherri Gilligan** as chief marketing officer. Gilligan is responsible for developing and executing global marketing and brand strategies, as well as implementing new customer relationship management programs. She was most recently senior vice president, card marketing, at Capital One.

Wyndham Hotel Group has appointed **Barry Goldstein** as chief marketing officer. Goldstein is responsible for leading the brand marketing, loyalty, digital marketing, global sales, communications, customer care, and revenue management across the brand portfolio. He was most recently chief digital and distribution officer at the company.

EDUCATION / NONPROFIT

Bridgepoint Education has appointed **Tom McCarty** as senior vice president and chief marketing officer. McCarty is responsible for all marketing efforts for the company and its two academic institutions, Ashford University and University of the Rockies. He was most recently senior vice president, university strategy, product marketing and affiliate marketing, at Apollo Education Group.

Leapfrog has appointed **Michael Moskowitz** as senior vice president, marketing operations. Moskowitz was most recently vice president, marketing operations, at the company.

OnCourse Learning has appointed **Maia Tihista** as chief marketing officer. Tihista was most recently vice president, global marketing, at Flexera Software.

ProctorU has appointed **Stephanie Dille** as chief marketing officer. Dille is responsible for the product management, proposal and marketing teams. She was most recently vice president, global marketing, at Pearson VUE.

Washington State University has appointed **Phil Weiler** as vice president, marketing and communications. Weiler is responsible for leading the efforts to build a comprehensive, integrated communication and marketing strategy and plan for the Pullman campus and WSU system. He was most recently senior executive director, marketing and brand Management, at the University of Illinois at Chicago.

FINANCIAL SERVICES

Arthur J. Gallagher & Co has appointed **Christopher Mead** as chief marketing officer. Mead was most recently managing director, marketing, at CME Group.

AXA US has appointed **Kathryn Ferrero** as chief marketing officer. Ferrero was most recently managing director and chief operating officer, Retirement Plans, at the company.

Bain Capital Ventures has appointed **Annis Steiner** as vice president, marketing. Steiner is responsible for driving marketing strategy and execution, from branding and messaging to content, events and thought leadership. She was most recently senior director, marketing, at Sapphire Ventures.

Bank of America has appointed **Meredith Verdone** as chief marketing officer. Verdone was most recently head of enterprise marketing at the company.

BNY Mellon has appointed **Paula Kelley** as chief marketing officer, The Dreyfus Corporation. Kelley is responsible for marketing for Dreyfus' North American channels, which includes its intermediary, cash investment strategies, institutional and direct businesses. She was most recently managing director, head of new product development and customer solutions, at Citi.

Broadridge Financial Solutions has appointed **Deborah Bussiere** as global chief marketing officer. Bussiere is responsible for the global marketing function, including brand strategy, product marketing, communications, and digital and social media marketing. She was most recently chief marketing officer at Grayscale Investments.

Citigroup has appointed **Jennifer Breithaupt** as global consumer chief marketing officer. Breithaupt is responsible for crafting campaigns that differentiate Citi's card products and partnering with global branding and sponsorships to enhance brand positioning. She was most recently managing director, media, advertising and global entertainment, at the company.

Coldwell Banker Real Estate has appointed **David Marine** as senior vice president, marketing. Marine is responsible for all marketing efforts including advertising, media, public relations, product development, promotions and marketing communications. He was most recently vice president, brand engagement, at the company.

Equifax saw the departure of its chief marketing officer, **Trey Loughran**.

Fifth Third Bank has appointed **Matt Jauchius** as executive vice president and chief marketing officer. Jauchius is responsible for marketing and customer experience. He was most recently executive vice president and chief marketing officer at Hertz.

Intuit has appointed **Guy Longworth** as senior vice president, global marketing – Intuit Small Business Group. Longworth is responsible for the marketing of QuickBooks, QuickBooks Online, Payroll, Payments and the Intuit Partner Platform. He was most recently senior vice president, marketing – PlayStation, at Sony PlayStation.

Mastercard has appointed **Andres Siefken** as executive vice president, marketing and communications – North America. Siefken was most recently principal at New England Consulting Group.

MSCI has appointed **Arun Sinha** as global chief marketing officer. Sinha is responsible for overseeing all marketing and communications functions globally. He was most recently global chief marketing officer at J.P. Morgan.

Northwestern Mutual Life Insurance has appointed **Aditi Javeri Gokhale** as executive vice president and chief marketing officer. Gokhale was most recently head of consumer digital marketing and chief marketing officer, LearnVest, at the company.

Phillips Edison & Company has appointed **Cherilyn Megill** as chief marketing officer. Megill was most recently vice president, marketing and communications, at the company.

Quicken Loans has appointed **Casey Hurbis** as chief marketing officer. Hurbis was most recently head of retail marketing – FCA and head of brand communications, Fiat – North America, at Fiat Chrysler Automobiles.

Russell Investments has appointed **Toby Hoden** as chief marketing officer. Hoden was most recently chief marketing officer at Voya Investment Management.

ServiceLink has appointed **Rich Oprison** as chief marketing officer. Oprison was most recently vice president, global marketing and customer experience, at Thermo Fisher Scientific.

Sotheby's International Realty has appointed **Kevin Thompson** as chief marketing officer. Thompson is responsible for all marketing, advertising, and public relations initiatives worldwide. He was most recently vice president, marketing and customer experience, at Simon Property Group.

TaxSlayer has appointed **Chris Moloney** as chief marketing officer. Moloney is responsible for company's marketing initiatives, partnerships, and growth strategy. He was most recently chief marketing officer and head of products at Can Capital.

TIAA has appointed **Mark Elliott** as chief marketing officer, corporate marketing. Elliott is responsible for leading the enterprise brand program, customer analytics and corporate marketing services. He was most recently senior vice president, customer insights, at Wells Fargo.

TIAA has also appointed **Renee Brown** as chief marketing officer, Retail Financial Services. Brown is responsible for all marketing and communications efforts for the business. She was most recently executive vice president, marketing – Community Banking, at Wells Fargo.

HEALTHCARE

American Medical Association has appointed **Todd Unger** as chief experience officer and senior vice president, physician engagement. Unger is responsible for creating and executing an experience/engagement platform to evolve the AMA's capabilities across all physician touch points. He was most recently chief marketing and digital officer at Daily Racing Form.

Avizia has appointed **Tycene Fritcher** as chief marketing officer. Fritcher was most recently senior vice president, marketing, at Solutionreach.

Binary Fountain has appointed **Aaron Clifford** as senior vice president, marketing. Clifford is responsible for all marketing functions, including brand strategy, demand generation, product marketing and customer advocacy services. He was most recently senior director, digital marketing solutions, at HCA.

Bioventus has appointed **David Varner** as vice president, global marketing. Varner was most recently vice president, global sales solutions, at Beckman Coulter.

Blue Cross Blue Shield of Massachusetts has appointed **Kathy Klingler** as chief marketing officer. Klingler is responsible for end-to-end product development, marketing, strategy and execution, across all markets and product offerings. She was most recently senior vice president, chief marketing officer, at Kaplan Higher Education.

DentaQuest has appointed **Alison Corcoran** as executive vice president and chief marketing officer. Corcoran is responsible for marketing, product, digital transformation, customer experience and the direct-to-consumer business. She was most recently senior vice president, marketing – Stores and Online, at Staples.

Gravie has appointed **Brad LaRock** as chief marketing officer. LaRock is responsible for driving Gravie's demand generation strategy, product marketing, public relations activity, and corporate communications. He was most recently vice president, MarketForce, at Digital River

Highmark Health has appointed **Cindy Donohoe** as executive vice president and chief marketing officer. Donohoe was most recently senior vice president, marketing, at the company.

Medline has appointed **Lesly Marban** as chief marketing officer. Marban is responsible for brand strategy, market insights, creative, digital, mobile, e-commerce and public relations. She was most recently senior vice president, marketing at the company.

National Veterinary Associates has appointed **Laura Koester** as chief marketing officer. Koester was most recently group vice president at Charter Communications.

Nobilis Health Corp has appointed **Phil Ayres** as vice president, marketing. Ayres is responsible for managing and developing the company's direct-to-consumer platform. He was most recently director, marketing, at Travelocity.

INDUSTRIAL AND NATURAL RESOURCES

Dow Corning saw the departure of its senior vice president and chief marketing officer, **Matthew Smith**.

GlobalTranz Enterprises has appointed **Tracy Dick** as chief marketing officer. Dick is responsible for corporate communications, content management, product marketing, digital engagement, events and targeted demand generation programs. She was most recently senior director, retail and customer experience, at PetSmart.

Grainger has appointed **Lucino Sotelo** as vice president, marketing. Sotelo was most recently chief marketing officer, U.S. Personal & Commercial, at BMO Harris.

Kia Motors America has appointed **Saad Chehab** as vice president, marketing. Chehab is responsible for the strategy and execution for all marketing, advertising and communications activities. He was most recently chief marketing officer at Maserati.

Mazda North American Operations has appointed **Dino Bernacchi** as chief marketing officer, United States. Bernacchi was most recently director, marketing – United States, at Harley-Davidson.

ModSpace has appointed **Pam Ahrens** as senior vice president, sales and marketing – United States. Ahrens was most recently senior vice president, sales & distribution, at Knoll.

TDIndustries has appointed **Hattie Peterson** as senior vice president, marketing communications. Peterson was most recently vice president, marketing and communications, at the company.

Toyota Motor Corporation has appointed **Edward Laukes** as group vice president, marketing – North America. Laukes is responsible for all Toyota division market planning, advertising, merchandising, sales promotion, incentives, NASCAR and motor sports, all social and digital media. He was most recently vice president, marketing, media, incentives and motorsports – Toyota Motor Sales USA, at the company.

Univar has appointed **Ian Gresham** as chief marketing officer. Gresham was most recently senior vice president, marketing – Diversified Brands, at Sherwin-Williams.

UPS saw the departure of its chief marketing and business services officer, **Teresa Finley**, who is retiring.

Vivant Solar has appointed **Maggie Heile** as vice president, marketing. Heile was most recently the founder of Two Tails.

PROFESSIONAL SERVICES

Alight Solutions, which recently spun off from Aon Hewitt, has appointed **Maggie Lower** as executive vice president, marketing. Lower was most recently senior vice president, global marketing and sales integration, at Aon Hewitt.

Bain & Company has appointed **Brian Dennehy** as executive vice president, marketing. Dennehy is responsible for working with the firm's new and existing clients to transform their organizations through marketing and digital strategies. He was most recently executive vice president and chief marketing officer at Nordstrom.

Jones Lang LaSalle has appointed **Deborah Murphy** as executive vice president, marketing – Corporate Solutions. Murphy was most recently chief marketing officer at Huron Consulting Group.

Manpower Group has appointed **April Dunn** as senior vice president, chief marketing officer. Dunn was most recently chief marketing officer, Global Services and Customer Advocacy, at GE Healthcare.

Mercer has appointed **Jeannie Mullen** as global chief marketing officer. Mullen was most recently global marketing leader, digital growth and innovations, at the company.

Navitas Life Sciences has appointed **Krishnan Rajagopalan** as chief growth officer. Rajagopalan is responsible for all sales and marketing efforts, and effectively integrating consulting capabilities to deliver end-to-end solutions to clients. He was most recently vice president, consulting partner and global head of life sciences business consulting services, at Cognizant.

TeleTech has appointed **Kyle Priest** as chief strategy and marketing officer. Priest is responsible for strategy, offer management, demand generation, sales enablement and corporate marketing. He was most recently senior vice president, growth alliances, at SapienRazorfish.

Wipfli has appointed **Ellen Trytek** as executive marketing and business development officer. Trytek was most recently senior vice president and chief marketing officer at Patina Solutions

TECHNOLOGY

8x8 has appointed **Rani Hublou** as chief marketing officer. Hublou is responsible for aligning 8x8's value proposition, products, packaging and positioning with its marketing initiatives. She was most recently chief product and marketing officer at Comprehend Systems.

Actifio has appointed **Brian Reagan** as chief marketing officer. Reagan is responsible for accelerating the adoption and usage of the Actifio platform worldwide, promoting business impact with customer experience, and expanding the company's strategic partner ecosystem. He was most recently vice president and global managing director, Pre-Sales Consulting, at the company.

Apple has appointed **Timothy Twerdahl** as vice president, marketing – Apple TV. Twerdahl was most recently general manager, FireTV, at Amazon.

Avalara has appointed **Jeremy Korst** as executive vice president and chief marketing officer. Korst was most recently general manager, marketing – Windows, at Microsoft.

CallidusCloud has appointed **Andres Botero** as senior vice president and chief marketing officer. Botero was most recently chief marketing officer at Aria Systems

CEVA has appointed **Ran Soffer** as vice president, marketing and corporate development. Soffer is responsible for company's marketing function and overall growth strategy, including mergers and acquisitions. He was most recently general manager, Microwaves, at Broadcom.

Corel Corporation has appointed **Jason Wesbecher** as executive vice president, sales and marketing. Wesbecher was most recently chief marketing officer and executive vice president, customer acquisition, at Mattersight.

CyberArk Software has appointed **Marianne Budnik** as chief marketing officer. Budnik was most recently senior vice president, chief marketing officer, at Simplivity Corporation.

Cypress Semiconductor has appointed **Chris Cook** as chief marketing officer. Cook is responsible for the company's marketing and communications strategies. He was most recently president at Flex Power.

DocuSign has appointed **Scott Olrich** as chief strategy and marketing officer. Olrich was most recently president at Responsys.

Ellucian has appointed **Jackie Yeaney** as senior vice president and chief marketing officer. Yeaney is responsible for all marketing efforts, including corporate, product and field marketing, brand, marketing strategy, communications, digital and marketing operations. She was most recently executive vice president, strategy and marketing, at Red Hat.

Engagio has appointed **Heidi Bullock** as chief marketing officer. Bullock was most recently group vice president, global marketing, at Marketo.

Evolv has appointed **Kim Salzer** as chief marketing officer. Salzer was most recently chief marketing officer at Hyperloop One.

FinancialForce has appointed **Fred Studer** as chief marketing officer. Studer was most recently chief marketing officer at NetSuite.

Forcepoint has appointed **Praveen Asthana** as chief marketing officer. Asthana was most recently senior vice president at Oracle.

Fujitsu America has appointed **Cory Jones** as vice president, head of marketing – Americas. Jones was most recently vice president, commercial marketing, at Frontier Communications.

Gigamon has appointed **Kim DeCarlis** as chief marketing officer. DeCarlis is responsible for corporate marketing, communications, product marketing and management, demand generation, field and channel marketing, and customer programs. She was most recently chief marketing officer at Imperva.

Hortonworks has appointed **Frank Mong** as chief marketing officer. Mong was most recently senior vice president of product, industry and solutions marketing, at Palo Alto Networks.

Informatica has appointed **Sally Jenkins** as executive vice president and chief marketing officer. Jenkins is responsible for the company's global integrated marketing, brand strategy, corporate communications, product marketing, digital marketing, and field and customer marketing efforts. She was most recently vice president, portfolio marketing – Software Defined Data Center and Cloud Services, at VMware.

Intermedia has appointed **Jim Kruger** as chief marketing officer. Kruger was most recently executive vice president and chief marketing officer at Polycom.

Iteris, Inc. has appointed **Joe Boissy** as chief marketing officer. Boissy was most recently chief marketing officer at Vendavo.

Lightspeed has appointed **Laith Murad** as chief marketing officer. Murad was most recently chief marketing officer at PIRCH.

Microsoft has appointed **Elizabeth Hamren** as corporate vice president, marketing – Mixed Reality and Surface Devices. Hamren is responsible for the global business and marketing strategy, working closely with internal partners in engineering, Windows product marketing, integrated marketing, the MCB and commercial teams, and external partners around the world. She was most recently head of global marketing & sales at Oculus VR.

MuleSoft has appointed **Shay Mowlem** as chief marketing officer. Mowlem was most recently vice president, marketing, at Splunk.

Newgistics has appointed **Stuart Spiegel** as chief marketing officer. Spiegel was most recently chief digital and marketing officer at ghd.

OpenLink has appointed **Nancy Pearson** as chief marketing officer. Pearson was most recently vice president, marketing – Cognitive Business, at IBM.

Polycom has appointed **Amy Barzdukas** as executive vice president and chief marketing officer. Barzdukas was most recently vice president, global solutions marketing, at the company.

Salesforce has appointed **Simon Mulcahy** as chief marketing officer. Mulcahy was most recently executive vice president, retail cloud, at the company.

Skytap has appointed **Wayne Morris** as chief marketing officer. Morris was most recently corporate vice president at Microsoft.

SolarWinds has appointed **Darren Beck** as chief marketing officer. Beck was most recently chief marketing officer at Guaranteed Rate.

TestPlant has appointed **Dru Jacobs** as chief marketing officer. Jacobs was most recently vice president, worldwide product marketing, at CA Technologies.

VIMOC Technologies has appointed **Ali Sebt** as president and chief marketing officer. Sebt was most recently president, Americas, at Renesas Electronics.

WorkWave has appointed **Ken Wincko** as chief marketing officer. Wincko was most recently senior vice president, marketing, at Cision.

Xerox has appointed **Toni Clayton-Hine** as senior vice president, chief marketing officer. Clayton-Hine was most recently vice president, global marketing and value proposition, at the company.

Xoriant has appointed **Amrita Tahiliani Joshi** as chief marketing officer. Joshi was most recently the founder and chief executive officer at Ahilia.

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