
Trends and Moves

Marketing Moves 2015: Q3 – Q4

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In order to understand trends in the marketing officer function, Russell Reynolds Associates tracked and analyzed 146 notable publicly-reported marketing leadership moves in the last half of 2015.

KEY FINDINGS

- As we have seen year over year, more marketing leadership transition occurred in the second half of the year (146) compared with 134 in the first half.
- These transitions reflect a growing demand for marketing talent with the following capabilities:
 - Digital DNA
 - Growth and Innovation
 - Operational Experience
- During Q3 and Q4, the Consumer sector accounted for more than half (54%) of all reported marketing leadership appointments, followed by the Technology sector (22%).
- The proportion of external appointments in 2015 rose from 63% in the first half of the year to 73% in the second half of the year. For internal appointments, the average tenure with the company was close to seven years prior to promotion.
- Financial Services experienced a strong and consistent trend toward hiring marketing leaders from outside the industry. More than 60% of Financial Services marketing appointments in the last year brought leaders in from other industries, mainly the Consumer sector, emphasizing the increasingly customer-centric nature of the industry.
- Consumer and Technology, however, tended to recruit from inside their respective industry. Seventy-nine percent of all Technology appointees and 74% of all Consumer hires came from within the same industry.
- Last, we examined the career path of marketing leaders who left their previous role in the first half of 2015 to see their next move. Over half left to pursue a new opportunity, while one in five were promoted internally to a non-marketing role.

GENERAL TRENDS

Digital DNA

The marked turnover in the Consumer Digital and Media industry illustrates the pull of talent from a segment that understands transformation and different ways of digitally connecting with the consumer. This need for marketing leaders who have grown up with social media, mobile engagement and innovative ways to deliver content is seen in most consumer-facing segments. While this is nothing new, we are starting to see more companies seeking marketing experts with heavier experience in insights and data and analytics. It is worth noting that when companies sought external talent, they often brought in marketing experts from consumer-facing companies. This especially was true in the Financial Services segment.

Growth and Innovation

Increasingly, growth and innovation are being listed as mandates for new marketing leaders. The role of the marketing executive is no longer as siloed and is more than the sum of its parts—customer acquisition, operational efficiency, engagement, brand development, and content. Leaders appointed today are expected to collaborate across functions in order to unlock the potential of all marketing efforts and help drive growth and innovation in an organization.

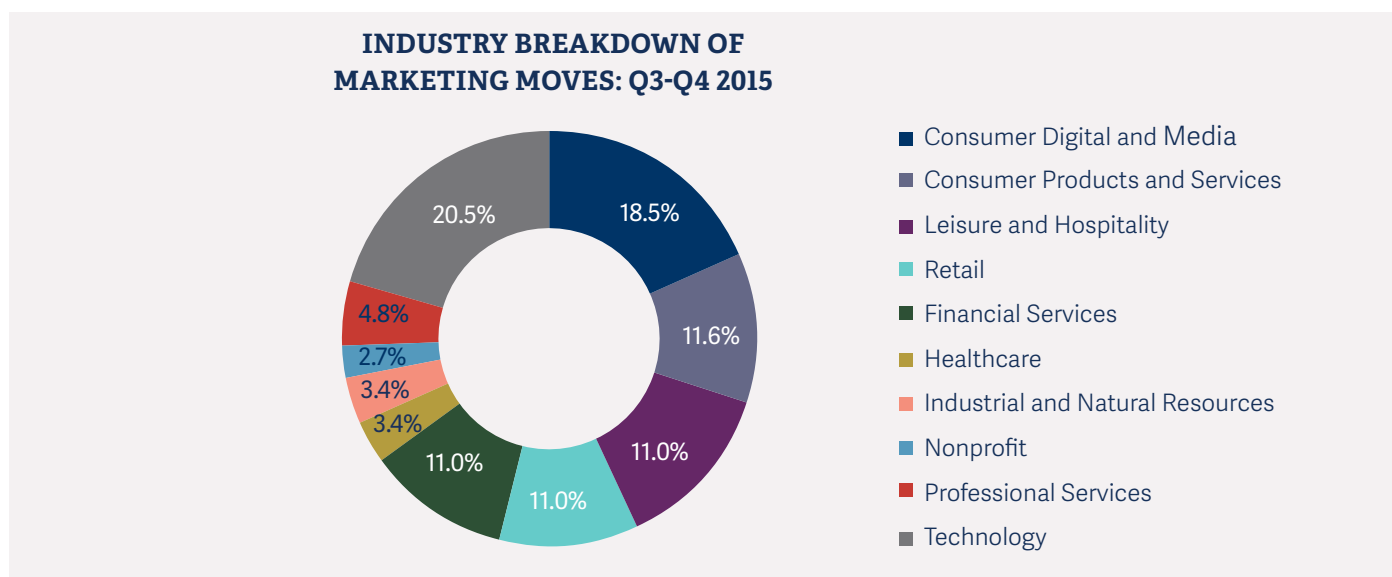
Operational Experience

Today's marketing leaders are bringing more than just marketing expertise to the table. Frequently, marketing leaders are coming from general management roles where they had P&L experience. This is bringing more focus to accountability and having an end-to-end view of the company.

FURTHER ANALYSIS

Industry Breakdown of Marketing Moves

Continuing the pattern we have seen in previous quarters, the Consumer sector accounted for just over half (54%) of the marketing moves. Within the sector, the breakdown was 18% from Consumer Digital and Media, 12% from Consumer Products and Services, 13% from Leisure and Hospitality, and 11% from Retail.



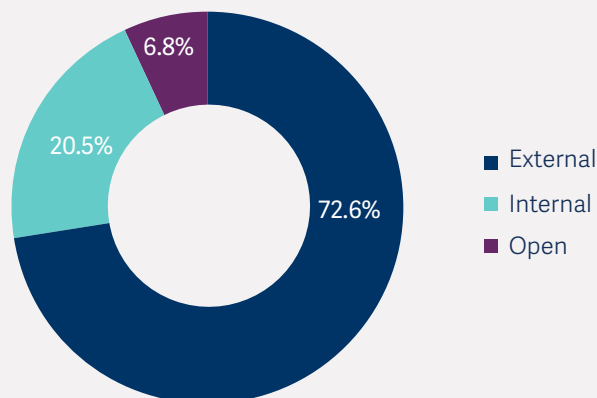
Internal vs. External Hires

The second half of 2015 was marked by companies looking externally for their marketing executives, with an estimated 73% coming from the outside. This is a 10% increase from the first half of the year and an 11% decrease from the same time period last year.

For internal appointments, the average tenure with the company prior to appointment was 6.8 years. Remarkably, this is approximately half the tenure of internal appointments in the first half of the year (14.2) but comparable with 7.6 years in the same time period in 2014. Overall tenure prior to promotion in 2015 was 10.6 years.

Importantly, we see a continued increase in the number of female marketing leaders appointed; however, they accounted for only 39% of all appointments, up from 34% in the first half of the year and 37% in the same time frame last year.

INTERNAL VS. EXTERNAL MARKETING APPOINTMENTS (PUBLICLY REPORTED)

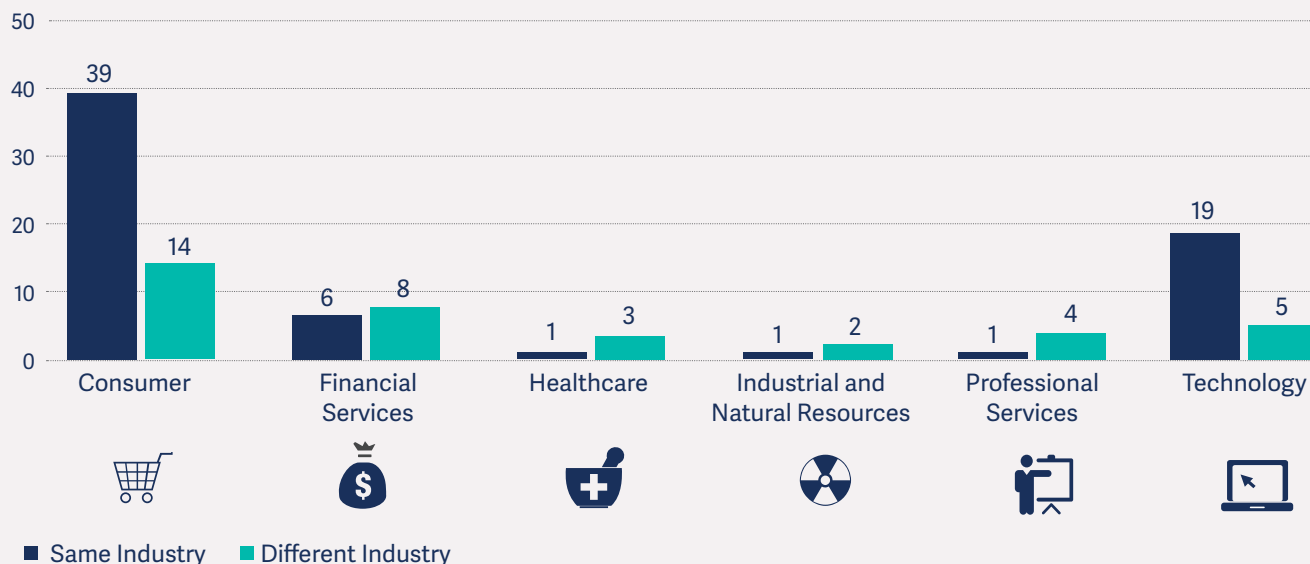


Inside of Industry vs. Outside of Industry

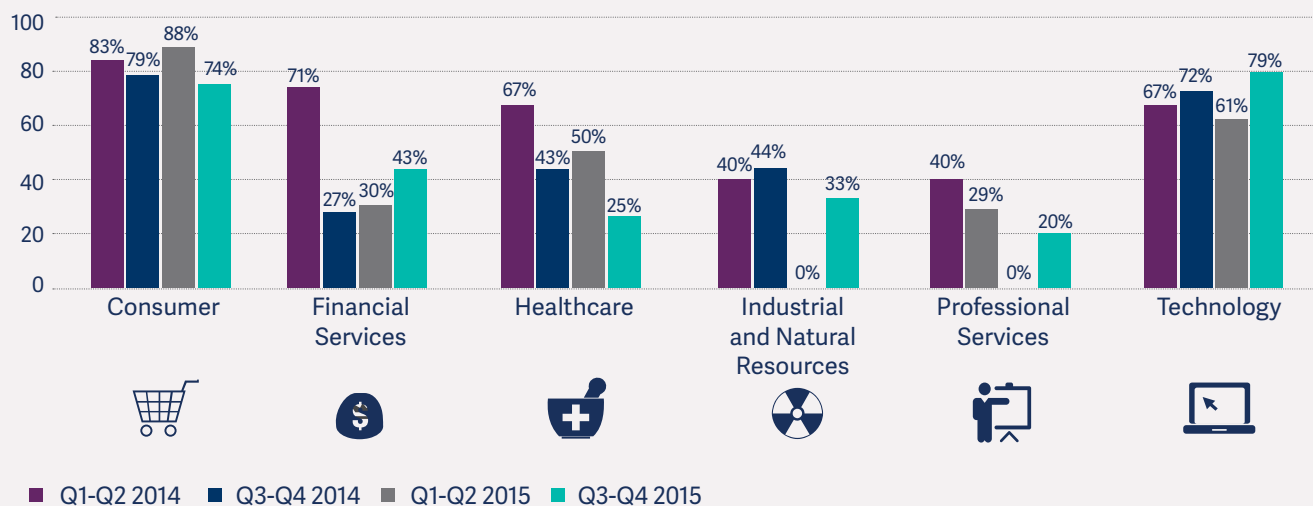
Sectors continue to exhibit a bifurcated trend toward sources of external hires. The majority of Technology and Consumer appointments came from inside the sector (79% and 74%, respectively). However, the trend in Healthcare and Financial Services was the opposite, with 75% and 57% of appointments coming from outside the respective sector. Both sectors had approximately 70% of marketing appointments promoted internally just 18 months prior, which demonstrates a fairly recent trend of seeking external marketing perspectives:

- Just 43% percent of Financial Services hires came from inside the industry, an increase from 30% in Q1 and Q2 2015 and from 27% in Q3 and Q4 2014.
- Appointments in Technology and Consumer were 79% and 74% from the same sector, respectively. For Technology, this is an increase from 61% in the previous two quarters; for Consumer, this is a decrease from 88% in the previous two quarters.

INTER- VS. INTRA-INDUSTRY MARKETING APPOINTMENTS: NUMBER OF APPOINTMENTS IN Q3-Q4 2015

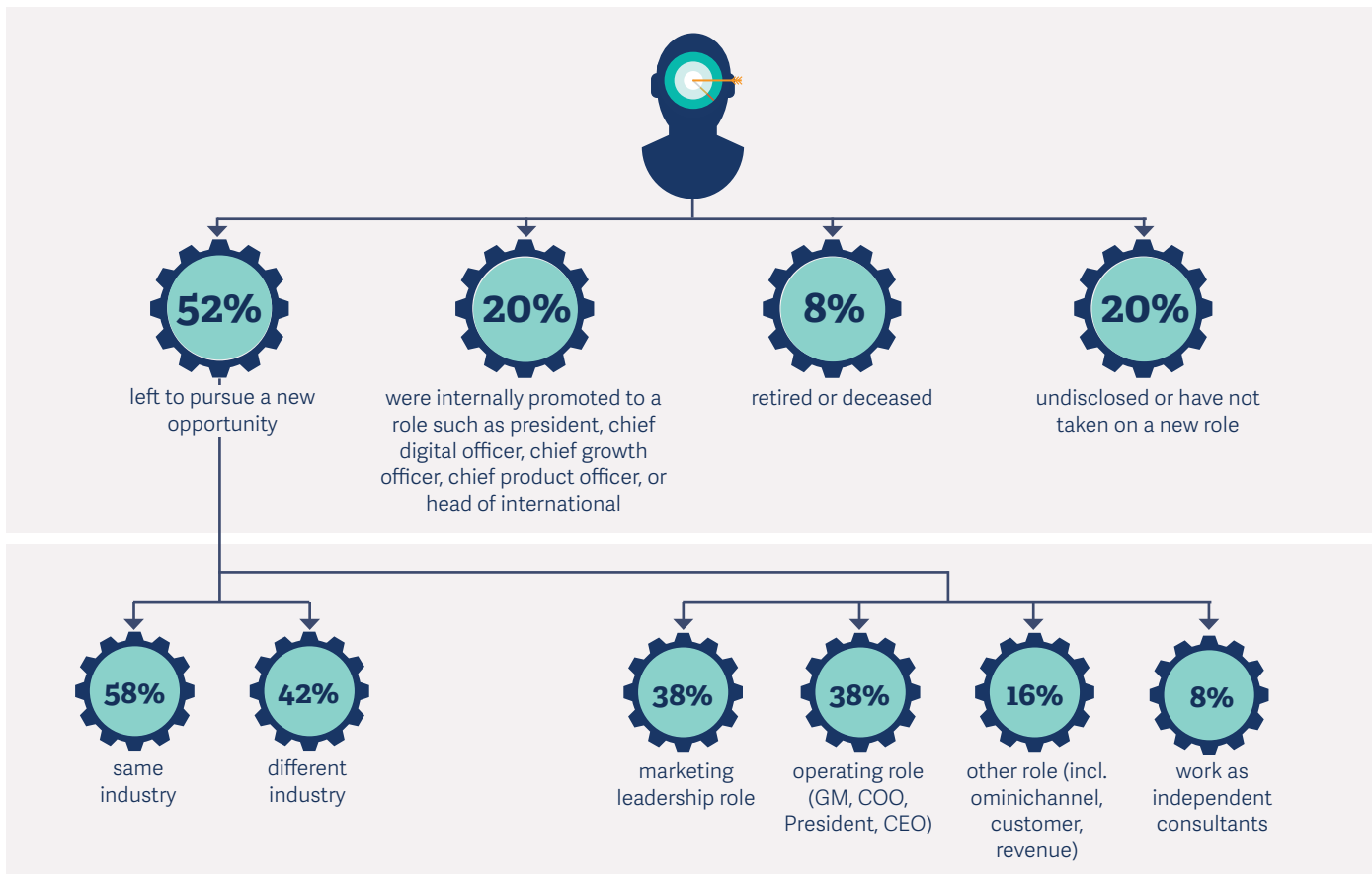


PERCENTAGE OF INTRA-INDUSTRY MARKETING APPOINTMENTS IN Q3-Q4



Where Do Chief Marketing Officers Go?

To gain insight into marketing officers' career path, we analyzed the patterns of marketing leaders who left their role in Q1 and Q2 2015. Of those departing marketing leaders, approximately 20% were internally promoted to a non-marketing role, while 52% left the company for a new opportunity; the remaining are either retired, deceased or untraceable.



CONSUMER SECTOR

CONSUMER DIGITAL AND MEDIA

Acosta has appointed **Kevin George** as Chief Marketing Officer and President, Acosta Marketing Group. George is responsible for the overall strategy of the company's marketing group and its suite of specialized marketing agencies. He most recently was the Global Chief Marketing Officer at Beam Suntory.

Airbnb has appointed **Brian Irving** as Global Marketing Director. Irving is responsible for leading and managing the brand, including advertising, marketing communications, strategic partnerships, and social media efforts globally. He most recently was Global Head of Marketing, Google Play at Google.

Betterment has appointed **Clay Cowan** as Chief Marketing Officer. Cowan most recently was Chief Marketing Officer at Gilt Groupe.

Clear Channel Outdoor Holdings has appointed **Dan Levi** as Chief Marketing Officer, Americas. Levi is responsible for the overall marketing strategy and execution in support of the company's vision of enabling advertisers and brands to captivate audiences wherever they are. He most recently was the Founder of Levi Media Advisory.

Discovery Communications has appointed **Paul Guyardo** as Chief Communications Officer, Americas. Guyardo is responsible for overseeing the company's U.S. ad sales, digital media, licensing, consumer products, consumer insights, and data and analytics. He most recently was Executive Vice President and Chief Revenue & Marketing Officer at DirecTV.

eBay has appointed **Suzy Deering** as Chief Marketing Officer, North America. Deering most recently was Chief Executive Officer at Moxie.

Eventbrite has appointed **Jaleh Bisharat** as Chief Marketing Officer. Bisharat most recently was Senior Vice President, Marketing at Upwork.

Fox Broadcasting has appointed **Angela Courtin** as Executive Vice President and Chief Marketing Officer. Courtin is responsible for the company's brand strategy and manages promotion, marketing, and social media. She most recently was Chief Marketing Officer at Relativity Media.

Fullscreen has appointed **Jason Klarman** as Chief Marketing Officer. Klarman is responsible for the company's marketing strategy and operations. He most recently was President at Hashtag Media Ideas.

Hubspot, Inc. has an opening at Chief Marketing Officer after **Mike Volpe** departed the company.

Move, Inc. has appointed **Nate Johnson** as Chief Marketing Officer. Johnson is responsible for leading the company's global marketing team and brand strategy. He most recently was Vice President, Marketing, Growth & Engagement at Path.

NATPE has appointed **Matt Palmer** as Chief Marketing Officer. Palmer is responsible for marketing, branding, digital, research, public relations, and strategic planning initiatives. He most recently was Senior Vice President and General Manager at Demand Media.

NBC Sports Group has appointed **Jennifer Storms** as Chief Marketing Officer. Storms is responsible for all marketing aspects of the company and will also head The NBC Sports Agency. She most recently was Senior Vice President, Global Marketing at PepsiCo.

NBCUniversal has appointed **John Harrobin** as Chief Marketing Officer. Harrobin is responsible for the strategy, development, and implementation of all marketing and creative content activities for the company's Advertising Sales division. He most recently was Chief Marketing Officer, Consumer & Mass Business at Verizon. In addition, the company has appointed **Patricia Parra Hadden** as Senior Vice President and Head of Marketing, Digital Enterprises. Hadden is responsible for the company's marketing, branding and customer acquisition strategies. She most recently was Chief Marketing Officer at Shazam.

New Jersey Devils and the Prudential Center has appointed **Daniel Cherry III** as Chief Marketing & Innovation Officer. Cherry is responsible for the strategic direction and implementation of all marketing, communications, and community initiatives. He most recently was Senior Vice President, Marketing at Diageo.

The Odyssey has appointed **Lisa Shalett** as Chief Marketing Officer. Shalett is responsible for raising the profile of the millennial-focused platform. She most recently was Advisory Director and Head of Brand Marketing & Digital Strategy at Goldman Sachs.

RetailMeNot has appointed **Marissa Tarleton** as Chief Marketing Officer, North America. Tarleton is responsible for all consumer brand advertising, customer acquisition and retention, search engine marketing, public relations, internal communications, business-to-business marketing, and customer relationship management. She most recently was Marketing Executive Director, Dell Client Solutions - North America at Dell.

Stubhub has appointed **Jennifer Betka** as Chief Marketing Officer. Betka is responsible for overseeing the company's global marketing organization and building its marketing efforts around a commitment to deliver a more personalized experience to users. She most recently was Senior Vice President, Marketing at Wikia.

Trusted Media Brands has appointed **Alec Casey** as Chief Marketing Officer. Casey is responsible for consumer marketing planning and production, and continued digital expansion. He most recently was Head of Global Circulation Production at Bloomberg LP.

Turner Entertainment has appointed **Jeff Gregor** as Chief Catalyst Officer - TNT & TBS. Gregor is responsible for accelerating organizational change, supporting sales to monetize brand content and innovation, driving key strategic initiatives and operational efficiency, and providing support across all areas that interact with marketing. He most recently was Chief Marketing Officer at the company.

Variety has appointed **Dea Lawrence** as Chief Marketing Officer. Lawrence is responsible for driving the company's global branding and communications strategy. She most recently was Vice President, Sales - Western Region at TubeMogul.

VISANOW Global Immigration has appointed **Jamie Womack** as Chief Marketing Officer. Womack is responsible for the company's B2B and B2C marketing strategy, including demand generation, brand management, online and offline marketing, website and content management, public relations, event marketing, and channel marketing. She most recently was Vice President, Marketing and Branding at CareerBuilder.com.

Wunderman has appointed **Jamie Gutfreund** as Global Chief Marketing Officer. Gutfreund most recently was Chief Marketing Officer at Deep Focus.

Yahoo! has an opening at Chief Marketing Officer after **Kathy Savitt** departed the company.

Zillow has appointed **Jeremy Wacksman** as Chief Marketing Officer. Wacksman most recently was Vice President, Marketing & Product Management at the company.

360i has appointed **Abbey Klaassen** as Chief Marketing Officer. Klaassen is responsible for marketing, public relations, and business development. She most recently was Director of Corporate Strategy Development at Dentsu Angels.

CONSUMER PRODUCTS AND SERVICES

Beam Suntory has an opening at Chief Marketing Officer after **Kevin George** departed the company.

Coca-Cola has appointed **Stuart Kronauge** and **Ivan Pollard** as Co-heads of U.S. Marketing. Kronauge is responsible for brand marketing, including the Coca-Cola trademark, Sprite, Glaceau, water, tea, and coffee. Pollard is responsible for strategic marketing, including content, connections, investments, assets, and portfolio strategy, and innovations. They most recently were Senior Vice President, Customer Marketing and Vice President, Global Connections, respectively, at the company.

Colgate-Palmolive has appointed **Mukul Deoras** as Global Chief Marketing Officer. Deoras most recently was President, Asia at the company.

ConAgra Foods has appointed **Darren Serrao** as Chief Growth Officer. Serrao is responsible for the Growth Center of Excellence at ConAgra Foods that includes insights, innovation, research and development, and marketing. He most recently was Senior Vice President, Chief Marketing and Commercial Officer at Campbell Soup.

Diageo has appointed **James Thompson** as Chief Marketing and Innovation Officer. Thompson most recently was Chief Marketing Officer, Asia at the company.

The Hershey Company has appointed **Peter Horst** as Senior Vice President, Chief Marketing Officer. Horst most recently was Senior Vice President, Brand Marketing at Capital One.

Kimberly-Clark has an opening at Chief Marketing Officer after **Clive Sirkin** departed the company for a new opportunity at Kellogg Company.

Mattel has appointed **Juliana Chugg** as Global Core Brands Officer. Chugg is responsible for all aspects of marketing strategy, creative execution, and product development, as well as driving continued innovation for the company's iconic brands. She most recently was President, Meals at General Mills.

Mercury Marine has appointed **Michelle Dauchy** as Chief Marketing Officer. Dauchy most recently was Senior Marketing Director, Home Cleaning - Developing Markets at SC Johnson.

MillerCoors has appointed **David Kroll** as Chief Marketing Officer. Kroll is responsible for leading the company's efforts in brand marketing, innovation, insights, media, and sports and event marketing. He most recently was Vice President, Innovation at the company.

Papa Murphy's has appointed **Brandon Solano** as Chief Marketing Officer. Solano most recently was Chief Marketing Officer at Wendy's.

PepsiCo has appointed **Seth Kaufman** as Chief Marketing Officer, North America. Kaufman most recently was Senior Vice President, Pepsi Trademark & Flavors Portfolio at the company.

SC Johnson has appointed **Ann Mukherjee** as Global Chief Marketing Officer. Mukherjee most recently was President, Global Snacks and Insights at PepsiCo.

Truitt Brothers Inc. has appointed **Aaron Wadell** as Chief Marketing Officer and General Manager. Wadell is responsible for marketing, internal brand efforts, and manufacturing operations. He most recently was Managing Director, Chief Marketing Officer at Growth Strategy Resources.

Tyto Life has appointed **Wendy Harrington** as Chief Marketing Officer. Harrington most recently was Chief Marketing Officer and Executive Vice President, Global Marketing Services at Franklin Templeton.

Unilever has appointed **Aline Santos** as Senior Vice President, Global Marketing. Santos is responsible for the creative development of the global brands portfolio, the marketing innovation process, and the marketing capabilities team. She most recently was Senior Vice President, Global Laundry at the company.

LEISURE AND HOSPITALITY

Carmike Cinemas has appointed **Rob Collins** as Senior Vice President and Chief Marketing Officer. Collins is responsible for overseeing the planning, development, and implementation of the company's marketing strategies to optimize revenue opportunities, including brand advertising, customer experience, loyalty programs, content initiatives, social/digital/mobile media, communications, public relations, and promotional activities. He most recently was Vice President, Brand Activations at Turner Entertainment Networks.

Dickey's Barbecue Pit has appointed **Diana LaRocca** as Chief Marketing Officer. LaRocca is responsible for creating and implementing effective national marketing campaigns, expanding the brand through innovative digital and social media campaigns, marketing research, business segment profitability, and public relations. She most recently was Vice President, Marketing at the company.

Farmer Boys Restaurants has appointed **Larry Rusinko** as Chief Marketing Officer. Rusinko is responsible for all aspects of the company's external and internal communications initiatives, including brand positioning, promotions, in-store merchandising, consumer research, and media development and planning. He most recently was Senior Vice President, Marketing and Product Development at Rubio's Fresh Mexican Grill.

Four Seasons has appointed **Peter Nowlan** as Executive Vice President and Chief Marketing Officer. Nowlan is responsible for overseeing brand marketing, fourseasons.com and the digital ecosystem, public relations, social media, marketing communications, advertising, the worldwide sales force, and the central reservations organization. He most recently was Chief Brand and Marketing Officer at Tim Hortons.

Global Experience Specialists has appointed **Wendy Gibson** as Executive Vice President, Global Marketing. Gibson is responsible for driving the company's global brand and marketing strategies, including leading the company's strategy and marketing advisory service. She most recently was Vice President, Marketing at Mitel Networks.

Newk's Eatery has appointed **Alan Wright** as Chief Marketing Officer. Wright is responsible for the marketing strategy for company-owned and franchised locations. He most recently was Vice President, Marketing at the company.

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

On The Border Mexican Grill & Cantina has appointed **Ashley Zickefoose** as Chief Marketing Officer. Zickefoose is responsible for overall brand management, planning and strategy, advertising and public relations initiatives, research and development, and innovation. She most recently was Principal, Brand Strategy at BES Consulting Group.

Papa John's has appointed **Robert Thompson** as Senior Vice President, Marketing. Thompson most recently was Vice President, Brand Planning & Analysis at the company.

Pizza Hut has appointed **David Timm** as Chief Marketing Officer, United States. Timm most recently was Chief Marketing Officer, United Kingdom & Ireland at Kentucky Fried Chicken.

Quiznos has appointed **Susan LintonSmith** as Global Chief Marketing Officer. LintonSmith most recently was Chief Marketing Officer, United States at the company.

Red Robin Gourmet Burgers has appointed **Jonathan Muhtar** as Senior Vice President and Chief Marketing Officer. Muhtar is responsible for menu innovation and implementation, customer relationship management, social media, brand positioning, pricing, promotions, and field marketing. He most recently was Executive Vice President and Chief Marketing Officer at Captain D's.

Royal Caribbean International has appointed **Jim Berra** as Chief Marketing Officer. Berra is responsible for the company's marketing program, which includes advertising, brand development, communications, and brand strategy. He most recently was Chief Marketing Officer at Carnival Cruise Line.

Ruby Tuesday has appointed **David Skena** as Chief Marketing Officer. Skena is responsible for building brand awareness and customer loyalty through traditional media, digital, and social channels, and other innovative platforms. He most recently was Vice President, Brand Marketing - Frito Lay, Premium and Value Brands at PepsiCo.

Schlotsky's has appointed **Monte Jump** as Vice President, Global Marketing. Jump most recently was Chief Operations and Marketing Officer at Backyard Burgers.

Subway has appointed **Joe Tripodi** as Global Chief Marketing Officer. Tripodi is responsible for marketing, corporate social responsibility, product quality and food safety, public relations, and research and development. He most recently was Chief Marketing and Commercial Officer at Coca-Cola. In addition, the company has appointed **Chris Carroll** as Chief Advertising Officer. Carroll most recently was Vice President, Sales & Marketing at Liberty Tax Service.

Tijuana Flats Holdings has appointed **Monique Yeager** as Chief Marketing Officer. Yeager is responsible for all marketing and public relations efforts, including strategic alliances, brand positioning, promotional campaigns, advertising, social media, local store marketing, and external communications. She most recently was Vice President, Marketing at the company.

Town Sports International has appointed **Michelle Ryan** as Chief Marketing Officer. Ryan most recently was Vice President, Global Digital & Social Strategy at Juicy Couture.

RETAIL

American Eagle has an opening at Chief Marketing Officer after **Michael Leedy** departed the company.

Apple has appointed **Tor Myhren** as Vice President, Marketing Communications. Myhren most recently was Worldwide Chief Creative Officer at Grey Worldwide. In addition, the company announced that **Phil Schiller**, Senior Vice President, Worldwide Marketing, is expanding his responsibilities to include overseeing the App Store across all of the company's hardware platforms. He will focus on strategies to extend the ecosystem Apple customers have come to love when using their iPhone, iPad, Mac, Apple Watch and Apple TV.

Cars.com has appointed **Colette LaForce** as Chief Marketing Officer. LaForce is responsible for all aspects of the website's brand marketing, advertising, pricing, analytics, communications, and creative services. She most recently was Chief Marketing Officer at Advanced Micro Devices.

Crocs, Inc. has appointed **Terence Reilly** as Senior Vice President and Chief Marketing Officer. Reilly is responsible for providing strategic direction and support to the company's regional and country marketing teams across the globe while continuing to oversee all aspects of Crocs' marketing, including the company's brand, advertising, consumer, and social media campaigns. He most recently was Vice President, Global Marketing at the company.

Edmunds.com has appointed **Nathalie Lubensky** as Chief Marketing Officer. Lubensky most recently was Senior Vice President and General Manager at Sony Pictures Television Networks Latin America.

Family Dollar has an opening at Senior Vice President, Chief Marketing Officer after **Jocelyn Wong** departed the company for a new opportunity at Lowe's.

Gilt Groupe has an opening at Chief Marketing Officer after **Clay Cowan** departed the company.

Hertz has appointed **Matt Jauchius** as Executive Vice President and Chief Marketing Officer. Jauchius is responsible for the marketing strategy for the Hertz, Dollar, Thrifty and Firefly brands, including customer experience, e-commerce, loyalty program, customer relationship management, social media, and ancillary revenue-generation efforts worldwide. He most recently was Chief Marketing Officer at Nationwide Mutual Insurance.

Lowe's has appointed **Marci Grebstein** as Chief Marketing Officer. Grebstein is responsible for managing the company's brand by overseeing the integrated marketing and communications strategy to consumers, including digital marketing, content strategy and development, consumer relationship management, advertising, and media for the U.S. home improvement business. She most recently was Vice President, Advertising at the company.

PIRCH, Inc. has appointed **Laith Murad** as Chief Marketing Officer. Murad is responsible for overseeing customer growth and retention strategies, public relations, events, creative, and digital. He most recently was Vice President, Marketing at Yahoo!

Sprouts Farmers Market has appointed **Shawn Gensch** as Chief Marketing Officer. Gensch most recently was Co-founder of and Advisor at iAMroyalist, Inc.

Under Armour has an opening at Chief Marketing Officer after **Kip Fulk** departed the company.

Walmart has appointed **Tony Rogers** as Chief Marketing Officer, United States. Rogers is responsible for all marketing functions, including branding, consumer research and customer communications. He most recently was Chief Marketing Officer, China at the company. In addition, Walmart has appointed **Michael Francis** as a Marketing Consultant. He will initiate a broad revamp of the company's marketing department, working closely with Rogers. Francis most recently was Global Chief Brand Officer at DreamWorks Animation.

Zulily has appointed **Justin Richmond** as Senior Vice President and Chief Marketing Officer. Richmond most recently was Senior Vice President and Chief Marketing Officer at Apollo Education Group.

EDUCATION/NONPROFIT SECTOR

Graduate Management Admission Council has appointed **Betty Su** as Vice President, Marketing & Communications and Chief Marketing Officer. Su most recently was Executive Director, Marketing at the United States Postal Service.

Scholastic has appointed **Elissa Tomasetti** as Senior Vice President, Marketing - Scholastic Education. Tomasetti is responsible for driving the strategic marketing for literacy solutions, focusing on campaigns that drive business expansion in new and existing markets while aligning messaging to communicate the company's full scope of products and services. She most recently was Vice President, Consumer and Communities Marketing - Pearson Student Relations at Pearson.

Susan G. Komen has appointed **Carrie Walsh** as Senior Vice President, Marketing. Walsh is responsible for marketing, brand, digital, events, and communications. She most recently was Chief Marketing Officer, United States at Pizza Hut.

Wichita State University has an opening at Chief Marketing Officer after **Barth Hague** departed the university.

FINANCIAL SERVICES SECTOR

Aflac has appointed **Gail Galuppo** as Senior Vice President, Chief Marketing Officer. Galuppo is responsible for the strategic and operational vision and leadership of Aflac's marketing efforts for its U.S. operations. She most recently was Executive Vice President, Chief Marketing Officer at Knowledge Universe.

American Express has appointed **Cindy Allen** as Chief Marketing Officer, Global Business Travel. Allen is responsible for the business unit's brand positioning, marketing, product marketing, and corporate communications, and industry relations functions on a global level. She most recently was Vice President, Marketing at Concur.

AQR Capital Management has appointed **Suzanne Escousse** as Chief Marketing Officer. Escousse is responsible for the firm's communications and branding. She most recently was Managing Director, IMD Communications Group at Goldman Sachs.

Century 21 has appointed **Cara Whitley** as Global Chief Marketing Officer. Whitley is responsible for the marketing, advertising, and digital media efforts through the company's next phase of continued global expansion and growth. She most recently was Chief Marketing Officer at Squaw Valley Ski Holdings.

Eastern Bank has appointed **Paul Alexander** as Chief Marketing & Communications Officer. Alexander most recently was Chief Communications Officer at Liberty Mutual.

Elevate has appointed **Greg Hall** as Chief Marketing Officer. Hall is responsible for brand management, marketing, and advertising programs. He most recently was Executive Vice President, Marketing at the company.

Farmer's Insurance has appointed **Leesa Eichberger** as Head of Brand and Sponsorships. Eichberger is responsible for the continued development of the insurer's brand while providing leadership and strategic insight over its sponsorship investments. She most recently was Chief Marketing Officer, North America at Jenny Craig International.

Fiduciary Trust Company has appointed **Todd Eckler** as Chief Marketing Officer. Eckler most recently was Chief Operating & Marketing Officer at Merrill Lynch.

Goldman Sachs has appointed **Dustin Cohn** as Managing Director, Head of Brand Management & Marketing Communications. Cohn most recently was Chief Marketing Officer at Jockey International.

Insureon has appointed **Andrei Utkin** as Chief Marketing Officer. Utkin most recently was Director, Strategy Consulting at NeuStar, Inc.

Metromile has appointed **James Moorhead** as Chief Marketing Officer. Moorhead is responsible for the company's marketing, content, digital acquisition, social media, public relations, and email communications. He most recently was Chief Marketing Officer at Dish Network.

MSCI has appointed **Darla Hastings** as Chief Marketing Officer. Hastings is responsible for leading a major and rapid transformation of the company into a much more customer-centric and marketing-focused organization. She most recently was Chief Marketing Officer at Norton Rose Fulbright.

Mutual of Omaha has appointed **Stephanie Pritchett** as Executive Vice President, Chief Marketing Officer. Pritchett most recently was Chief Marketing & Strategy Officer at Hartford Financial Services Group.

North American Title Group has appointed **Chris Casa** as Chief Marketing Officer. Casa is responsible for promotional marketing and branding strategies, communication systems, distribution, data analytics, measurement and tracking, public and media relations, market research, content marketing, seminars, and education. He most recently was Director, Marketing & Education in the company's Insurance division.

RHR International has appointed **Joan Miller** as Chief Marketing Officer. Miller most recently was a Partner at Blue Dun.

Voya Financial has appointed **Karen Eisenbach** as Chief Marketing Officer, Retirement. Eisenbach is responsible for driving the company's global branding and communications strategy. She most recently was Executive Director, Senior Marketing Manager at J.P. Morgan.

HEALTHCARE SECTOR

Athenahealth has appointed **Tim O'Brien** as Chief Marketing Officer. O'Brien most recently was Vice President, Corporate Development at the company.

Banner Health System has appointed **Alexandra Morehouse** as Senior Vice President and Chief Marketing Officer. Morehouse most recently was Customer & Brand Evangelist at Kaiser Permanente Health Plan.

CareSource has appointed **Jon Allison** as Executive Vice President, External Affairs. Allison is responsible for marketing and communications, government affairs, and the Life Services initiative the company has begun. He most recently was Partner at Carpenter, Lipps & Leland.

Practice Fusion has appointed **Matt Ackley** as Chief Marketing Officer. Ackley most recently was Senior Vice President, Products and Chief Marketing Officer at Marin Software.

Triple-S has appointed **Hernando Ruiz-Jimenez** as Chief Marketing & Communications Officer. Ruiz-Jimenez is responsible for crafting strategies to further improve relationships with customers, providers, and other partners through marketing, public relations, and communications. He most recently was Executive Vice President and General Manager at ImpreMedia.

INDUSTRIAL AND NATURAL RESOURCES SECTOR

General Electric has appointed **Linda Boff** as Chief Marketing Officer. Boff is responsible for taking charge of the company's digital industrial marketing strategy and continuing to advance the company's brand. She most recently was Executive Director, Global Digital Marketing at the company.

Harley-Davidson Motor Company has appointed **Sean Cummings** as Senior Vice President, Global Demand. Cummings most recently was Executive Director, Global Digital Marketing at the company.

Hyundai Motor America has appointed **Dean Evans** as Chief Marketing Officer. Evans is responsible for all marketing and advertising activities in the United States. He most recently was President and Chief Executive Officer at LotLinx.

Kansas City Southern has appointed **Brian Hancock** as Executive Vice President and Chief Marketing Officer. Hancock most recently was Senior Vice President, Supply Chain at Family Dollar.

Restaurant Technologies has appointed **Mark Copeland** as Vice President and Chief Marketing Officer. Copeland is responsible for marketing strategy and operations, as well as helping customers improve the operational profitability, quality, and safety of restaurant operations. He most recently was Vice President, Marketing - Hospitality & Healthcare at EcoLab.

PROFESSIONAL SERVICES SECTOR

Computer Task Group has appointed **Amanda LeBlanc** as Vice President and Chief Marketing Officer. LeBlanc is responsible for the company's global marketing budgets, branding initiatives, and message development and also will manage digital media and analytics, public relations, sales support, customer engagement, event management, market research, graphic design, and copywriting. She most recently was Managing Director, Global Marketing at the company.

Harte-Hanks has appointed **Frank Grillo** as Chief Marketing Officer. Grillo most recently was Vice President, Business Marketing at CenturyLink.

Huron Consulting Group has appointed **Debbie Murphy** as Chief Marketing Officer. Murphy is responsible for global brand development, marketing strategy and programs, and corporate communications. She most recently was Corporate Vice President and Chief Marketing Officer at Zebra Technologies.

Interbrand has appointed **Andrea Sullivan** as Chief Marketing Officer. Sullivan is responsible for integrating marketing and business development activities globally. She most recently was Chief Marketing Officer, North America at the company.

Kroll has appointed **Barbara Cooperman** as Chief Marketing Officer. Cooperman most recently was Chief Marketing Officer at The College Board.

MultiView has appointed **Todd Ebert** as Chief Marketing Officer. Ebert is responsible for brand, product marketing, demand generation, online marketing, sales support, and communications. He most recently was Chief Marketing Officer at ReachLocal.

Saatchi & Saatchi has appointed **Jeff Geisler** as Global Chief Marketing Officer. Geisler most recently was Chief Marketing Officer at Roc Nation.

TECHNOLOGY SECTOR

AirTight Networks has appointed **Freddy Mangum** as Chief Marketing Officer. Mangum most recently was Chief Marketing Officer at Lastline, Inc.

Apester has appointed **Ran Peled** as Chief Marketing Officer. Peled most recently was Chief Executive Officer at McCannTech.

AppNeta has appointed **Damian Roskill** as Chief Marketing Officer. Roskill is responsible for driving the strategy and direction of the company's presence and position in the marketplace. He most recently was Vice President, Marketing at Applause.

Avaya has appointed **Marag Lucey** as Chief Marketing Officer. Lucey is responsible for global marketing communications and branding and is tasked with driving increased awareness and demand for the company worldwide. He most recently was Chief Executive Officer at VirtualCMO Ltd.

Avid Technology has appointed **Kyle Kim-Hays** as Chief Marketing Officer. Kim-Hays most recently was Vice President, Head of Product Marketing at Verizon.

Bask Technology has appointed **Seth Greenberg** as Chief Marketing Officer. Greenberg most recently was Chief Marketing Officer at LifeLock.

Check Point has appointed **Julie Parrish** as Chief Marketing Officer. Parrish is responsible for product solution marketing, brand recognition development, campaign development, demand generation, global public relations, digital strategy management, and channel marketing. She most recently was Chief Marketing Officer at NetApp.

Citrix Systems has appointed **Tim Minahan** as Chief Marketing Officer. Minahan most recently was Senior Vice President and Chief Marketing Officer, SAP Cloud at SAP.

Double Dutch has appointed **Emily He** as Chief Marketing Officer. He is responsible for overseeing the company's marketing teams globally and helping to lead the company to its next phase of growth. She most recently was Chief Marketing Officer at Saba Systems.

DuPont Fabros Technology has appointed **Bob O'Keefe** as Senior Vice President and Chief Marketing Officer. O'Keefe is responsible for product marketing, brand awareness, customer satisfaction, competitive intelligence, marketing strategy, demand generation activities, design and execution of marketing programs, go-to-market strategies, and brand planning. He most recently was Senior Vice President, Marketing, Business Management and Business Development at NTT America.

EMC Corporation has appointed **Nina Hargus** as Chief Marketing Officer, EMC Information Infrastructure. Hargus is responsible for the global structure, strategy, and execution of all aspects the business unit's marketing efforts. She most recently was Chief Marketing Officer at Virtual Computing Environment Company.

Exabeam has appointed **Rick Caccia** as Chief Marketing Officer. Caccia most recently was Chief Marketing Officer at Delphix Corporation.

Fortinet has appointed **Holly Rollo** as Chief Marketing Officer. Rollo is responsible for the company's global corporate marketing strategy, initiatives, and operations. She most recently was Vice President, Corporate Marketing at FireEye.

GoodData has appointed **Blaine Mathieu** as Chief Marketing Officer. Mathieu is responsible for optimizing the company's go-to-market strategies, honing core company and product positioning, accelerating existing industry-leading sales and marketing processes, and investing in the conception of and penetration into new market opportunities. He most recently was President and Chief Executive Officer at Selectica.

Imagine Communications has appointed **Ramnik Kamo** as Chief Marketing Officer. Kamo is responsible for the company's overall marketing strategy, business development, partnerships, and merger and acquisition activities. He most recently was Senior Vice President, Business Development at the company.

Infoblox has appointed **Ashish Gupta** as Executive Vice President and Chief Marketing Officer. Gupta is responsible for the strategic direction of the company's global corporate and product marketing organization and is tasked with driving the worldwide strategies for brand awareness, go-to-market programs, and demand-generation initiatives. He most recently was Chief Marketing Officer and Senior Vice President, Business Development at Actian Corporation.

Interface Security Systems Holdings, Inc. has appointed **Chuck Moeling** as Chief Marketing Officer. Moeling is responsible for all corporate marketing activities, including brand management, marketing communications, and business development, in addition to his current responsibilities leading the company's sales and account management organizations. He most recently was Executive Vice President, Sales & Account Management at the company.

Jive Software has appointed **David Puglia** as Chief Marketing Officer. Puglia is responsible for the company's worldwide marketing strategies, including branding, end-to-end marketing functions, product marketing, corporate communications, and other go-to-market initiatives. He most recently was Chief Marketing Officer at FrontRange Solutions.

ON24 has appointed **Joe Hyland** as Chief Marketing Officer. Hyland is responsible for directing all the company's global marketing activities, from branding and go-to-market strategy to demand generation and communications. He most recently was Chief Marketing Officer at Taulia, Inc.

Optimal Blue has appointed **Nadia Aziz** as Chief Commercial Officer. Aziz is responsible for product management, marketing, and sales, and will focus on creating stronger integration globally. She most recently was Executive Vice President at the company.

Samsung has appointed **Phil Newton** as Vice President and Chief Marketing Officer. Newton is responsible for all marketing communications and strategy across the whole of the business. He most recently was Head of Consumer Electronics at the company.

SAS Institute has an opening at Executive Vice President and Chief Marketing Officer after **Jim Davis** departed the company.

SAVO Group has appointed **Kelly Smith Dotson** as Chief Marketing Officer. Dotson most recently was Chief Marketing Officer at Vlad Corporation.

Singular has appointed **Patrick Mork** as Chief Marketing Officer. Mork most recently was Global Marketing Director, Google Play at Google.

Springbot has appointed **Erika Jolly Brookes** as Chief Marketing Officer. Brookes is responsible for brand, marketing, product management, and communications. She most recently was Vice President, Product Strategy - Social at Oracle.

Sprint has appointed **Roger Solé** as Chief Marketing Officer. Solé most recently was Senior Vice President, Hispanic Market and Senior Vice President, Innovation at the company.

Symantec has appointed **Dan Rogers** as Chief Marketing Officer. Rogers is responsible for overseeing the company's marketing efforts, including brand awareness, digital marketing, demand generation, and events. He most recently was Chief Marketing Officer, Europe/Middle East/Asia at Salesforce.com.

ThinkingPhones has appointed **Brian Kardon** as Chief Marketing Officer. Kardon is responsible for the company's market positioning, brand awareness, demand generation, thought leadership, and global marketing integration. He most recently was Chief Marketing Officer at Lattice Engines.

ThinkVine has appointed **Matt Nitzberg** as Chief Growth Officer. Nitzberg is responsible for helping brand and retail executives increase the productivity of their marketing plans, and strengthen their brands. He most recently was Global Client Strategy & Capability Leader at Dunnhumby.

Umbel has appointed **Lisa Pearson** as Chief Marketing Officer. Pearson is responsible for developing and deploying the company's global marketing strategy. She most recently was Chief Marketing Officer at Bazaarvoice.

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 46 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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