

# Marketing Moves

December 2008



## A Look Ahead to the First and Second Quarters of 2009

It is quite clear that our current economic environment is that of a true global recession—spanning every sector, geography and socioeconomic level. As marketing leaders, you are probably wondering what and where is your next new profitable segment or medium in which to invest. Uncertain times will put an emphasis on “fast facts” and agility. This is not a 2002 recession model, but it is not 1982 either; therefore, we will be creating new rules that address the challenges and circumstances that we face as we go along. We are looking forward to looking back on this upcoming year...and we will no doubt all be better off and stronger having made it through!

- **Consumer Products and Marketing Services**—Consumers need to eat and they have spoken— they are eating at home and choosing private label. The demand for CPG food marketers going into retail is expected to increase.
- **Retail**—It will continue to be slow going as marketing will not likely provide the answer to shoppers’ frugality. We saw fairly weak numbers across the board in the fourth quarter of 2008; however, quality value-driving retailers will be okay—and they will continue to need quality, value-driving marketers.
- **Media, Entertainment and Convergence**—Consumers will need these offerings more than ever. Gaming will come back, but it will be slow going through the first half. The online and social networking skills of marketers in this category translate well to the customer experience marketing in retail.
- **Technology**—Although there will be tougher times for infrastructure and software marketers, new devices will need marketing help.
- **Professional Services**—This will be interesting. Law firms and consulting firms contracted considerably over the past few months. However, the demand on information and insight providers should rise, along with the careers of those marketers who can drive this growth. Can marketers help lead them back?
- **Industrial**—There is always a need for good B2B marketers, but does this environment creates a unique opportunity for B2C marketers to showcase and leverage their skills?
- **Financial Services**—Mergers will leave many marketers looking for new roles. Leveraging acquisition/retention skills in other sectors is a good avenue to explore if you are considering a move.
- **Healthcare**—Contracting marketing roles. The trend in the medical device industry has been towards marketing executives that not only have true device backgrounds but those that also have experience launching products with a high consumer focus.



## Consumer Products and Marketing Services

**Allen Hwang**, a former marketing executive at Procter & Gamble and Pabst Brewing Company, has been named Chief Marketing Officer at **1-800 CONTACTS**. Mr. Hwang was most recently the Vice President, Marketing. In this new role, he now assumes greater responsibilities including new initiatives and lead a major integration effort involving the company's home and web services.

**Tony Ponturo**, Vice President, Global Media and Sports Marketing, announced his retirement from **Anheuser-Busch**, days after the brewer's sale to Belgium-based InBev garnered key approvals from Anheuser-Busch shareholders and regulators.

**Peter Wijk** and **David Turo** have joined the U.S. brand marketing team at **Beam Global Spirits**. Mr. Wijk was named Senior Director, Lifestyle Brands which includes Cruzan Rum and Beam Global's tequila portfolio, Sauza Tequila and El Tesoro de Don Felipe Tequila. He was previously Brand Director of Absolut. Mr. Turo is now the Senior Brand Manager for Cruzan Rum. He was previously Beam's West Coast Marketing Director.

**Eastman Kodak Company** announced the appointment of **Jeffrey W. Hayzlett** to Chief Marketing Officer. In this role, Mr. Hayzlett is responsible for the firm's worldwide marketing operations including the design and implementation of all marketing strategies, investments, policies and processes. He will lead the company's efforts for strategy and planning, marketing programs, marketing network operations, brand development and management, business development and corporate sponsorships. Mr. Hayzlett joined Kodak in April 2006 as Chief Marketing Officer and Vice President of the Graphic Communications Group.

**Janice Jackson** was named Senior Vice President and Chief Marketing Officer of **Jafra Worldwide Inc.** Ms. Jackson is tasked with strengthening worldwide brand equity for the company.

**Kraft Foods Inc.** appointed **Chris Kempczinski** as Senior Vice President, Meals and Enhancers. Mr. Kempczinski comes from PepsiCo, where he served as Vice President, Marketing for non-CSDs in North America.

**Nu Horizons Electronics Corp.** announced that **C. David Bowers**, who served as Corporate Officer and Executive Vice President, Distribution, and President, Distribution, has left the company to pursue career opportunities outside of the electronics distribution industry. **Kent Smith**, previously the company's Senior Vice President, Sales, Americas, has been named to replace Bowers, earning the title of Executive Vice President, Worldwide Sales and Marketing.

**PepsiCo** appointed **Jill Beraud** to Chief Marketing Officer. Ms. Beraud comes to PepsiCo after spending the past 13 years at Limited Brands, Inc., where she was most recently Chief Marketing Officer of Victoria's Secret.

Former Harley-Davidson executive **Michael van der Sande** joined **Tesla Motors** as Senior Vice President, Global Sales, Marketing and Service. He replaces **Darryl Siry**, who resigned to pursue other opportunities.

## Retail

**Stephen H. Davis** was named Chief Marketing Officer, Arby's Brand at **Arby's Restaurant Group**. Mr. Davis replaces Cheryl Barre, who resigned earlier this year. Prior to Arby's, Mr. Davis was Chief Marketing Officer for Heineken North America.

**Stephen J. Bartoli** was named Vice President, Regulatory Affairs and Product Strategy of **Chrysler**. He was formerly Vice President, Global Product Marketing.

**Movie Gallery Inc.** announced the appointment of **Cliff Torng** as Executive Vice President and Chief Marketing Officer. Mr. Torng is responsible for all aspects of the company's corporate marketing operations, including brand marketing, customer intelligence and communications. Mr. Torng most recently served as Director, Marketing for the Jordan brand at Nike, Inc.

**Rite Aid Corporation** announced that **Ken Martindale**, a retail veteran with more than 35 years of diverse marketing, merchandising and operations experience, has joined the company as Senior Executive President of Merchandising, Marketing and Logistics. Mr. Martindale most recently served as Co-President, Chief Merchandising and Marketing Officer for Pathmark Stores.

**Tractor Supply Company** appointed **John D. Wendler** as Senior Vice President, Marketing to oversee all marketing activities for the company. Most recently, Mr. Wendler worked at Express, a subsidiary of Limited Brands, Inc. as Executive Vice President, Marketing.

## Media, Entertainment and Convergence

**Capcom Entertainment**, a developer and publisher of video games, announced that **Mona Hamilton** recently joined the company as Vice President of Marketing. Ms. Hamilton comes to Capcom after five years with Midway Home Entertainment as Vice President of Marketing.

**Gaylord Entertainment Company** named **Rich Maradik** Senior Vice President and Chief Marketing Officer. He previously served as Senior Vice President and Chief Information Officer of the leading hospitality and entertainment company.

**MediaVest** named **Danielle Bottari** to the newly created position of Senior Vice President, Director of Shopper Marketing. Ms. Bottari joined the company from Max Custom Media.

**Liz Dolan** was named Chief Marketing Officer of **OWN: The Oprah Winfrey Network**. In this role, she will oversee creation of a brand identity for the network and will steer the development of all marketing efforts in support of the on-air launch of OWN in late 2009—early 2010. Ms. Dolan was previously Vice President and Director, Global Marketing at Nike, Inc.

**Shaun Holliday** was named Chief Executive Officer of **MPG North America**, replacing Charlie Rutman. Previously, Mr. Holliday was Chief Executive Officer-in-Residence at Gryphon Investors.

**Angela Bandlow** joined **WideOrbit, Inc.** as Chief Marketing Officer. As part of the company's executive team, Ms. Bandlow will be responsible for driving WideOrbit's marketing leadership and strategy. Most recently, she held the position of Vice President of Product Management for MarketLive, Inc., where she ran product strategy, marketing and management.

## Technology

**Mark Jarvis** stepped out of his Chief Marketing Officer role at **Dell** and will remain a consultant. **Erin Nelson**, a long-tenured Dell marketer, was named as his successor. Separately, **Casey Jones** has stepped down as Vice President, Global Marketing for Dell. Mr. Jones officially stepped down in early November. However, he remains an adviser to the PC giant's marketing leadership by focusing on what the company calls "creative idea implementation" and the Enfatico relationship.

**Emulex Corporation** announced the appointment of **Steve Daheb** as Chief Marketing Officer. In this position, Mr. Daheb will lead the company's unified global marketing initiatives including product and solution marketing, corporate business development, strategic alliances and routes to market. Most recently, he was Senior Vice President, Marketing and Business Development at BlueArc.

**Equinix, Inc.**, a provider of global data center services, named **Jarrett Appleby** as Chief Marketing Officer. Mr. Appleby most recently served as Chief Strategy and Marketing Officer of Reliance Globalcom Limited.

**GenArts, Inc.**, announced the addition of **Steve Bannerman** to its executive team as Chief Marketing Officer. With more than 20 years of experience at companies including Apple Inc., Caststream, Inc., and UGOBE, Mr. Bannerman will drive the company's brand and marketing strategy worldwide.

**Andrea Scarnecchia** was named Vice President, Marketing of online marketing expert, **Lyris, Inc.** Her more than 17 years of experience in marketing and strategy at companies including Syndero, SunBeam, Mattel Interactive, Disney Interactive, Sega of Americas, Supercuts and The Clorox Company will help support the continued growth and momentum of Lyris.

**Paul Vogelzang**, a web 2.0 marketer and digital influencer, has joined **mDialog** as Chief Marketing Officer. Mr. Vogelzang will lead the company's expansion endeavors by attracting partnerships with corporations, video producers and content creators.

**Progress Software Corporation** appointed **Gary Conway** to the newly created position of Senior Vice President and Chief Marketing Officer. Mr. Conway is responsible for all company-wide marketing programs, positioning and go-to-market strategies. Prior to this role, he was Senior Vice President, Marketing at Sprint Nextel.

**Marilyn O'Connell**, the Chief Marketing Officer of **Verizon Communication Inc.'s** landline unit, announced her retirement at the end of 2008. Verizon is expected to name **Mike Ritter**, a Verizon Wireless executive for the Midwest region, to fill the post.

**Jascha Kaykas-Wolff** joined **WebTrends** as Vice President, Marketing. Ms. Kaykas joins the company from Alvarez & Marsal Business Consulting, where he served as a director and was responsible for driving the growth of its eCommerce specialty service line.

## Industrial

**Matthews International Corporation** named **Rob Newcombe** Vice President, Sales and Marketing beginning January 19, 2009. Previously, Mr. Newcombe was Vice President, Marketing at Electrolux Home Care Products.

## Financial Services

**Aflac** announced that veteran marketing expert **M. Jeffrey Charney** has joined the company's executive team as Senior Vice President and Chief Marketing Officer for Aflac U.S. Mr. Charney comes to Aflac from QVC, Inc. where he served as Senior Vice President and Chief Marketing Officer.

## Healthcare

**Prime Therapeutics**, a nationwide benefit management company, announced that **Steven Blumenfield** joined as Chief Marketing Officer. Mr. Blumenfield was most recently a Health and Welfare Practice Leader, and Principal at Towers Perrin.

## About Russell Reynolds Associates

**Leadership.** In today's ever-changing global business environment, success is driven by the talent, vision and leadership capabilities of senior executives.

Russell Reynolds Associates is a leading global executive search and assessment firm with more than 300 consultants based in 39 offices worldwide. Our consultants work closely with public and private organizations to identify, assess and recruit senior executives and board members to drive long-term growth and success. We value teamwork, serving our clients with a collaborative approach that spans our international network of sector and functional experts.

Our in-depth knowledge of major industries and our clients' specific business challenges, combined with our understanding of who and what makes an effective leader ensure that our clients secure the best leadership teams for the ongoing success of their businesses. For more information, please visit us at [www.russellreynolds.com](http://www.russellreynolds.com).

# RUSSELL REYNOLDS ASSOCIATES | Global Offices

## Americas

### Atlanta

1180 Peachtree St., NE  
Suite 2250  
Atlanta, GA 30309-3521  
United States of America  
Tel: +1-404-577-3000

### Boston

One Federal Street  
25th Floor  
Boston, MA 02110-1007  
United States of America  
Tel: +1-617-523-1111

### Buenos Aires

Buenos Aires Plaza  
Manuela Sáenz 323  
Seventh Floor, Suites 14 and 15  
C1107CBP Buenos Aires  
Argentina  
Tel: +54-11-4118-8900

### Chicago

200 South Wacker Drive  
Suite 2900  
Chicago, IL 60606-5802  
United States of America  
Tel: +1-312-993-9696

### Dallas

8401 N. Central Expressway  
Suite 650  
Dallas, TX 75225-4404  
United States of America  
Tel: +1-214-220-2033

### Houston

600 Travis Street  
Suite 2200  
Houston, TX 77002-2901  
United States of America  
Tel: +1-713-754-5995

### Los Angeles

11100 Santa Monica Blvd.  
Suite 350  
Los Angeles, CA 90025-3384  
United States of America  
Tel: +1-310-775-8940

### Menlo Park

2500 Sand Hill Road  
Suite 105  
Menlo Park, CA 94025-7015  
United States of America  
Tel: +1-650-233-2400

### Mexico City

Torre Reforma  
Paseo de la Reforma  
115-1502  
Lomas de Chapultepec  
México 11000, D.F.  
México  
Tel: +52-55-5249-5130

### Minneapolis/St. Paul

225 South Sixth Street  
Suite 2550  
Minneapolis, MN 55402-3900  
United States of America  
Tel: +1-612-332-6966

### New York

200 Park Avenue  
Suite 2300  
New York, NY 10166-0002  
United States of America  
Tel: +1-212-351-2000

### San Francisco

101 California Street  
Suite 2900  
San Francisco, CA 94111-5829  
United States of America  
Tel: +1-415-352-3300

### São Paulo

Av. Nações Unidas, 8501  
11° Andar  
05425-070 São Paulo - SP  
Brazil  
Tel: +55-11-3566-2400

### Stamford

301 Tresser Boulevard  
Suite 1210  
Stamford, CT 06901-3250  
United States of America  
Tel: +1-203-905-3341

### Toronto

Scotia Plaza, Suite 3410  
40 King Street West  
Toronto, ON  
M5H 3Y2  
Canada  
Tel: +1-416-364-3355

### Washington, D.C.

1701 Pennsylvania Avenue, NW  
Suite 400  
Washington, D.C. 20006-5810  
United States of America  
Tel: +1-202-654-7800

## Asia/Pacific

### Beijing

Suite 1320, China World Tower I  
No. 1 Jian Guo Men Wai Avenue  
Beijing 100004  
China  
Tel: +86-10-6505-2688

### Hong Kong

24th Floor, Central Tower  
28 Queen's Road Central  
Hong Kong  
Tel: +852-2523-9123

### Melbourne

15th Floor  
Bourke Place  
600 Bourke Street  
Melbourne VIC 3000  
Australia  
Tel: +61-3-9603-1300

### Mumbai

Unit 9(A), Grand Hyatt Plaza  
Santacruz (East)  
Mumbai 400 055  
India  
Tel: +91-22-6733-2222

### New Delhi

A4, Tower A  
The Qutab Hotel and Apartments  
Shaheed Jeet Sing Marg  
New Delhi 110 116  
India  
Tel: +91-11-4603-4600

### Shanghai

Room 4504, Jin Mao Tower  
88 Century Avenue  
Pudong, Shanghai 200121  
China  
Tel: +86-21-6163-0888

### Singapore

2 Shenton Way  
#08-01 SGX Centre 1  
Singapore 068804  
Singapore  
Tel: +65-6225-1811

### Sydney

Level 40, Aurora Place  
88 Phillip Street  
Sydney NSW 2000  
Australia  
Tel: +61-2-9258-3100

### Tokyo

Izumi Garden Tower 14F  
1-6-1 Roppongi  
Minato-ku, Tokyo 106-6014  
Japan  
Tel: +81-3-5114-3700

## Europe

### Amsterdam

World Trade Center  
Tower H, 18th Floor  
Zuidplein 148  
1077 XV Amsterdam  
The Netherlands  
Tel: +31-20-305-7630

### Barcelona

Edificio Prisma  
Avda. Diagonal, 613, 2ª  
08028 Barcelona  
Spain  
Tel: +34-93-494-9400

### Brussels

Boulevard St.-Michel 27  
B-1040 Brussels  
Belgium  
Tel: +32-2-743-12-20

### Copenhagen

Østergade 1, 1st Floor  
DK-1100 Copenhagen K  
Denmark  
Tel: +45-33-69-23-20

### Frankfurt

MesseTurm  
60308 Frankfurt/Main  
Germany  
Tel: +49-69-75-60-90-0

### Hamburg

Stadthausbrücke  
1-3/Fleethof  
20355 Hamburg  
Germany  
Tel: +49-40-480-661-0

### London

24 St. James's Square  
London SW1Y 4HZ  
United Kingdom  
Tel: +44-20-7839-7788

### Madrid

Calle Miguel Angel, 11  
Seventh Floor  
28010 Madrid  
Spain  
Tel: +34-91-319-7100

### Milan

Via Mascheroni, 5  
20123 Milan  
Italy  
Tel: +39-02-430-0151

### Munich

Ludwigstraße 7  
80539 Munich  
Germany  
Tel: +49-89-24-89-81-3

### Paris

7, Place Vendôme  
75001 Paris  
France  
Tel: +33-1-49-26-13-00

### Stockholm

Hamngatan 27  
SE-111 47 Stockholm  
Sweden  
Tel: +46-8-545-074-40

### Warsaw

Belvedere Plaza  
ul. Belwederska 23  
00-761 Warsaw  
Poland  
Tel: +48-22-851-68-38

### Zürich

Genferstrasse 21  
8002 Zürich  
Switzerland  
Tel: +41-44-447-30-30

© 2009 Russell Reynolds Associates, Inc.  
RUSSELL REYNOLDS ASSOCIATES is a trade-  
mark of Russell Reynolds Associates, Inc. Other  
brand names and marks referenced herein are  
trademarks of their respective owners.