

# Marketing Moves

November 2008



## Looking Ahead to the First Quarter of 2009

With all the macroeconomic activity surrounding our marketing officers world, we foresee a challenging 2009. However, notwithstanding our slight bias, we also believe that investing in marketing programs, and particularly in well-crafted direct-to-consumer programs, will reap measurable benefits next year. Thus, marketing officers will need their metric house in order as they try to factually persuade executive committees to invest in the brand and the end user. More specifically by sector:

- **Consumer Products and Marketing Services**—Consumers need to eat; therefore, marketers will be in demand in the CPG food industry.
- **Retail**—It will be slow going, as marketing will not likely provide the answer to shoppers' frugality. The bright spot for marketers will be the QSR segment of the restaurant industry and Wal-Mart—NWA is a great place to live.
- **Media, Entertainment and Convergence**—Consumers will need these offerings more than ever. Gaming will come back. However, the market will be sluggish through the first half of 2009.
- **Technology**—Although there will be the 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. Can marketers help them expand?
- **Industrial**—There will always be a need for good B2B marketers.
- **Financial Services**—Mergers will leave many marketers looking for new roles. Leveraging acquisition/retention skills will help.
- **Healthcare**—Marketing roles will contract in this sector. However, we expect growth in medical devices.

## Consumer Products and Marketing Services

**Action Products** appoints **Jae Hong** as Director, Marketing. Mr. Hong's previous marketing experience will be pivotal in accelerating the growth trajectory of Action's market share in the children's toy and crafts categories.

**Aptera Motors**, the maker of Jetson-esque three-wheel electric cars, has hired **Marques McCammon**, former Saleen executive, as CMO. He replaces branding consultant **Tony Kirton**, who will continue as a consultant supporting Mr. McCammon's marketing team.

**Ford Motor Company** announced the appointment of veteran auto industry executive **Ken Czubay** as Vice President, U.S. Sales and Marketing. Mr. Czubay previously worked at Ford from 1970 to 1983, holding a variety of management and executive roles. Between his roles at Ford, Mr. Czubay was President of Southeast Toyota Distributors, Executive Vice President of JM Family Enterprises and President of JM Lexus.



**Christian McMahan**, a former Diageo-Guinness USA executive, will take over the marketing reins at **Heineken USA**. He succeeds departing CMO **Ken Kunze**.

**Mark Baynes**, Global Chief Marketing Officer, has been promoted to Global Chief Marketing Officer and Vice President at **Kellogg Company**. Mr. Baynes also joins the company's global leadership team and is responsible for overseeing the company's brand building initiatives and global market strategies. **Jeff Montie**, previously Executive Vice President of the Kellogg Company and President of International Sales and Marketing, left to pursue other opportunities.

**Kellwood Company** named **Sonalay Aditya** Director of Strategy and Marketing. Ms. Aditya will be instrumental in providing strategic oversight and driving key marketing initiatives for the company as it evolves into a premier marketer of branded apparel, accessories and footwear.

**Maidenform Brands** announced the appointment of **Patrick J. Burns** as Executive Vice President, Sales and Marketing. In this newly created position, Mr. Burns will lead the company's sales and marketing efforts globally, in addition to strategically driving Maidenform's direct-to-consumer business.

**Marc S. Pritchard**, who has been President of Strategy, Productivity and Growth at **Procter & Gamble** for the last two years, has been promoted to Global Marketing Officer, succeeding **James R. Stengel**, who retired on October 31.

**Monica Woo** has joined **NutriSystem** as Executive Vice President, eCommerce and CMO. In this position Ms. Woo will lead all aspects of the company's eCommerce and marketing functions. Most recently, Ms. Woo served as President of the Consumer Floral Division for 1-800-Flowers.com.

**Pepsi-Cola's** Senior Vice President and CMO, **Cie Nicholson** left the beverage giant. No successor has been named.

**Samsung** hires **David Steel** as Senior Vice President, North American Headquarters and will be responsible for corporate planning, marketing management and market intelligence.

**Sky Spirits LLC** announced the promotion of **Gerry Ruvo** to Chairman and CEO. Mr. Ruvo was formerly President and CEO. In addition to this appointment, the company also created a new position of COO and CMO to be filled by **Andrea Clonzonato**.

**Smart Balance** announced that **Richard McWilliams** has been named Vice President and General Manager, Core Brands. Mr. McWilliams will be responsible for leading the marketing efforts for the company's core brands.

## Marketing Services

**Merkley + Partners** announced that **Rob Moorman** joined the firm as CMO on July 1, 2008. Moorman held a similar role at Saatchi & Saatchi since December 2004.

**Joe McCarthy** is leaving his post as Vice President, WW Advertising and Marketing at Johnson & Johnson to become CEO of **Publicis New York**. Mr. McCarthy succeeds **Gill Duff**, who has been President and CEO of Publicis New York for the past four years and now is in discussions to remain at Publicis Groupe to run a global client assignment.

**Organic, Inc.**, a leading digital communications agency, announced the appointment of **Randi Barshack** as Vice President, Marketing. Formerly Vice President, Worldwide Marketing at Mercado, Ms. Barshack will leverage her 20 years of experience in high-tech marketing and media to build on the momentum of the Organic brand.

**Melanie Wernick** has been named to the newly created position of Vice President, Interactive Marketing at **Vesdia Corporation**. In this role, Ms. Wernick will be responsible for all interactive assets of the organization with particular emphasis on enhancing the consumer shopping portals and driving additional development of Vesdia's online shopping mall and electronic marketing activities.

## Retail

After only five months as CMO of Blockbuster Inc. **Rebecca “Becky” Johnson** is leaving the company to be the CMO at **Applebee’s** starting December 1, 2008

**The Cheesecake Factory Inc.** has hired **Mark Mears** to the new position of Senior Vice President and CMO. Mr. Mears will be responsible for the development and execution of marketing strategies designed to further build the Cheesecake Factory brand and increase consumer awareness.

**Russell J. Weiner** is the new Executive Vice President and CMO at **Domino’s Pizza**. Mr. Weiner replaces **Ken Calwell**, who left the company in May, and is now taking over as Chief Marketing Officer at Wendy’s.

**Dorlisa K. Flur** has been promoted to the position of Executive Vice President, Strategy and Marketing at **Family Dollar Stores**. Ms. Flur joined Family Dollar in 2004 as Senior Vice President, Strategy and Business Development.

Hertz Global Holdings named **Mike Senackerib** Senior Vice President and CMO for **The Hertz Corporation**. In this role, Mr. Senackerib will direct Hertz’s new marketing initiatives worldwide and lead the global marketing, pricing, and yield management teams.

**Kmart** has a new Vice President and CMO: **Mark Snyder**, formerly of Holiday Inn. He succeeds **Bill Stewart**, who left the company to become a full-time volunteer on a campaign to protect gay marriage in California. **Sears Holdings Corporation** announced **Guenther Trieb**, a former Procter & Gamble Company senior executive, will lead the retailer’s Kenmore, Craftsman and Diehard brands. **Maureen McGuire**, CMO, has departed the company citing personal reasons. **Richard Gerstein**, tapped last year as CMO at Sears, will assume Ms. McGuire’s corporate duties permanently. Also, **Don Hamblen** has been promoted to Vice President and CMO after serving two years as Vice President, Marketing Planning for the retailer.

**Lee Applbaum** has been named Executive Vice President and CMO of **RadioShack Corporation**. He will also serve as a member of the Office of the Chairman.

**Safeway Inc.** Names **Diane M. Dietz** Executive Vice President and CMO. Ms. Dietz will oversee the company’s marketing, merchandising, manufacturing and distribution functions.

**Target Corporation** promoted **Michael Francis**, Executive Vice President, Marketing to Executive Vice President and CMO. He will now be responsible for all marketing functions, as well as strategy and research, community relations and Target.com.

**Ken C. Calwell** has assumed the position of CMO of **Wendy’s International, Inc.** The merger between Wendy’s and Triarc was completed in late September. Mr. Calwell most recently served as CMO and Executive Vice President, Marketing, Research and Development at Domino’s Pizza.

**Winn-Dixie Stores, Inc.** announced the addition of **Mary Kellmanson** as Vice President, Marketing. Dave Henry, who has served as Winn-Dixie’s Senior Vice President since 2001, will be retiring.

**Zale Corporation** announced the promotion of **Steve Larkin** to Executive Vice President and Chief Marketing and E-Commerce Officer. Since January 2006, Mr. Larkin has served as Zale’s Senior Vice President, E-Commerce. In February 2008, he was promoted to Senior Vice President, Marketing and E-Commerce, assuming responsibility for the company’s marketing efforts.

## Media, Entertainment and Convergence

**Major League Baseball** announced **Jacqueline Parkes** has been named to the newly created position of CMO. Ms. Parkes has been with the league since 1995, most recently as Senior Vice President, Advertising and Marketing.

## Technology

**Bruce Berkoff** has been appointed CMO, a newly created role, at **Ascent Solar Technologies**. Mr. Berkoff's visionary insights and proven leadership in development of international business will further enable the company to strengthen and develop additional strategic partnerships.

**Wendy Clark**, a prime force behind the rebranding of **AT&T**, stepped down as Senior Vice President, Marketing for the telecom giant to join Coca-Cola Co. AT&T began a search for her replacement but opted to fill the role internally.

**ClickFox Inc.** announced that **Anna Convery** has joined as CMO. In her role, she will focus on making Customer Experience Analytics a core strategic initiative of successful businesses throughout the world.

**Eloqua** announced the naming of **Brian Kardon** as CMO. In this role, Mr. Kardon is responsible for all marketing efforts including brand development, corporate communications, product marketing and executive of online and offline marketing programs for lead generation, demand creation and brand awareness.

**Global IP Solutions** announced the appointment of **Joyce Kim** as CMO. Ms. Kim will drive all global marketing activities for GIBPS.

**Jeff Weidauer** has been appointed Vice President, Marketing at **Vestcom International, Inc.** In this role, Mr. Weidauer is responsible for coordinating all marketing goals of the company directed towards enhanced partnerships with retail clients, new co-branding initiatives with brand clients and expert understanding of the shopper requirements and experience.

## Professional Services

**Compiere Inc.** announced that software industry veteran, **John Cingari**, has joined the company as CMO. Mr. Cingari's immediate focus will be on significantly increasing the company's global marketing activities including brand awareness, expanding the company's partner and sales channel initiatives and enhancing community relations.

**Lynn Kirk** has joined **Cooley Godward Kronish LLP** as CMO. She will be based in Cooley's Palo Alto office.

**Forrester Research, Inc.** announced the naming of **Dwight Griesman** as CMO. Mr. Griesman joined Forrester more than three years ago to build the Forrester Leadership Boards marketing programs. He replaces **Brian Kardon**, recently named CMO of Eloqua.

**Jeffrey Davidoff** has taken the role of Senior Vice President and CMO at **Orbitz Worldwide**, headquartered in Chicago. Previously, Mr. Davidoff was Vice President, Brand Marketing and Communications at Whirlpool Corporation.

## Industrial

**Kennametal Inc.** has promoted **John H. Jacko, Jr.** to CMO. Mr. Jacko joined the firm as Vice President, Corporate Strategy and Metalworking Solutions Services Group Marketing in March of 2007.

## Financial Services

**Michelle Bottomley** has been appointed CMO of **Barclaycard US**, the credit card business of Barclays PLC in the United States. Ms. Bottomley will oversee targeted marketing programs, marketing analytics, communications, and brand development for the fast-growing card payments business. She ran OgilvyOne in New York City previously.

**CreditReport.com** announced the addition of **Bruce Cornelius** to the company's executive team as CMO. Cornelius brings more than 20 years of award-winning Web marketing and financial services business development achievements to the company.

**Residential Finance Corporation** (RFC) announced the addition of **Jessica Manna** to its executive management team. Ms. Manna joins RFC as Vice President and CMO to direct marketing, communications and business-growth strategy for the fast-growing mortgage lender.

## Healthcare

**ARCA biopharma** appointed **James Carr, PharmD**, as Vice President, Marketing. In this newly created position, Mr. Carr will define and execute marketing programs to support the company's lead product candidate, Gencaro™. Mr. Carr joins ARCA from Anesiva Inc. where he served as Vice President, Marketing for pain management products since 2004.

**Scott Lynch** has been appointed as Vice President, Global Marketing at **VertiFlex Inc.** Mr. Lynch's responsibilities will include developing the company's marketing strategy and assisting with the overall direction of the company.

## 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, 2ªA  
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

Biblioteksgatan 6-8  
SE-111 46 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

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