

CMO STRATEGY

Edited by
Natalie Zmuda,
nzmuda@adage.com



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Change Gauge: 20 key marketing moves

Marketing meets sales in new roles designed to drive commercial impact and cohesiveness. Plus, a number of companies—notably ad agencies—are embracing the CMO role.

■ BY ALAN CORK AND ANDREW HAYES
adageeditor@adage.com

SLOW GROWTH in the global economy continues to impact how companies think about marketing and sales leadership. Many are recognizing that chief marketing and sales officers are often the organizational catalyst behind growth, leading to an expansion in the scope and integration of these roles. Take HTC Corp. The mobile-phone company promoted Jason Mackenzie to the newly created role of president-global sales and marketing. In a statement, the company said he will be responsible for ensuring sales strategies and go-to-market execution are aligned as HTC expands globally.

It's a logical move, as CMO roles are, ultimately, about pursuing growth while enhancing a brand's image and improving its competitive position. Combining these responsibilities will drive commercial impact and ensure cohesiveness between marketing plans and sales execution.

In addition, as many companies look to emerging markets for growth, CEOs are bringing in marketing leaders with international experience. Virgin Group named Ian Rowden, an exec with experience in the Asia Pacific region, its new CMO. The company noted Mr. Rowden will be charged with driving international expansion, as well as focusing on fast-growing areas, such as Latin America. Likewise, Torsten Kuenzlen, the new chief marketer for Molson Coors International, is expected to use his experience as president-director of Coca-Cola's Indonesia business to aid in expansion into new markets.

Finally, some companies, notably advertising agencies, are embracing the CMO role for the first time. Erwin-Penland, a division of Interpublic Group's Hill Holiday, WPP's JWT, Omnicom's Rapp and independent Eleven are just a few of the shops that have recently appointed chief marketers. Nature's Variety and Bare Necessities also added CMOs for the first time.

ABOUT THE AUTHORS

■ Alan Cork concentrates on helping clients find consumer and customer-focused leaders in a variety of industries. He is a member of the Russell Reynolds Associates Consumer Products and Services, Leisure and Hospitality and Marketing Officers practices. Alan is based in Minneapolis/St. Paul.

■ Andrew Hayes recruits general managers, presidents and CEOs, as well as senior functional executives in marketing, sales, innovation, consumer insights and R&D, for both small private and large global consumer products and leisure and hospitality companies. He also serves as a member of the Russell Reynolds Associates CEO/Board Services Practice. Andrew is based in Houston.

CMO CHANGE GAUGE

Search Firm Russell Reynolds Associates highlights key trends and exec moves from the third quarter exclusively for Ad Age.

NAME	CURRENT ROLE	PREVIOUS ROLE
Robert Bennett →	Chief marketing officer Nature's Variety	Senior director-global brand marketing, Burt's Bees
Jay Dunn →	Chief marketing officer Bare Necessities	VP-chief marketing officer Lane Bryant
Andy Gibson →	Chief marketing officer Foster's	General manager, Diageo Germany/Austria/Switzerland
Chris Goodman →	Chief marketing officer KPMG	Exec VP-global managing partner Young & Rubicam
Rachael Heapps	Chief marketing officer Rapp	Chief creative officer-creative strategist, Rapp
Denise Incandela * →	Chief marketing officer Saks Fifth Avenue	President Saks Direct
Rohit Jawa →	Senior VP-global marketing operations Unilever	Senior VP-marketing operations Unilever Asia
Rob Kabus	President-chief marketing officer Eleven	President-global head of strategy Vizeum
Katy Kelley →	VP-global marketing and communications Cohn & Wolfe	VP-corporate communications Ruder Finn
Torsten Kuenzlen	Chief marketing officer Molson Coors International	President-director Coca-Cola Indonesia
Jack Laschever	Chief marketing officer Forbes Media	Senior managing director-Venture Capital, DPEC Partners
Alison Lewis →	Senior VP-marketing Coca-Cola North America	VP-general manager Odwalla, Coca-Cola
Jason Mackenzie →	President-global sales and marketing HTC Corp.	President-North America, Latin America, HTC Corporation
Louis Mastriano	VP-sales and marketing Baker's Pride	Senior director-in-store merchandising, Kraft Foods
Alejandra Peña	Senior VP-marketing and brand director Pallini, Castle Brands	VP-marketing, liqueurs & spirits Remy Cointreau USA
Ian Rowden →	Chief marketing officer Virgin Group	Chairman-CEO Saatchi & Saatchi Asia Pacific
Joe Saracino	Chief marketing officer Erwin-Penland	VP-marketing communications Verizon Wireless
Olivia Scott-Perkins *	Chief marketing officer Carol's Daughter	Founder Omerge Alliances
Beth Waxman-Arteta →	Chief marketing officer JWT, New York	Co-president, client services JWT
David Zucker	Chief marketing officer Vitacost.com	Chief marketing officer Gift Groupe

*Executive maintains previous role, in addition to current role.