

Marketing Officers Trends and Moves

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As we enter 2012 examining the most recent moves in the marketing ranks, we have found several themes tied into corporate transformations and the battle for consumer market share.

One of the biggest stories of 2011 in Consumer Packaged Goods, was the restructuring of assets among many of the industry's largest players including the splits and spin-offs from Kraft, Sara Lee and Fortune Brands aimed at focusing their businesses into two portfolios: 1) Growth Categories and Emerging Markets; 2) Mature domestic categories where scale and efficiencies will drive bottom line growth.

The need for specialized skills and focus to access growth and emerging markets is illustrated in other moves such as the appointment of Richard Ferretti to Senior Vice President & Global Creative Director, Estee Lauder Division at Estee Lauder Cos. Inc. where he is responsible for every creative and visual element of the brand worldwide and Laura Zimmerman to Senior Vice President & Global Marketing Leader for Aon Hewitt responsible for leading global marketing strategy and bringing integrated solutions to market around health, retirement and talent, with a connection to risk. Also, this was the key driver behind Kimberly-Clark's restructuring to global sector teams and the appointment of Giusy Buonfantino, Pedro Median and Scott Usitalo to Global Sector Vice Presidents for their respective categories, all reporting to Chief Marketing Officer Tony Palmer.

The second trend these restructurings illustrate is the need to align around, what Booz&co refers to as a "set of capabilities" where better integration of people and process will lead to better execution. Marketers continue to play a more prominent role in leading this work tapping their ability to understand the drivers of revenue growth. For example, Farmers Insurance named Michael A. Linton Enterprise Chief Marketing Officer and Pandora appointed Simon Fleming-Wood as the company's first Chief Marketing Officer.

Finally, we continue to see the need to integrate the entire consumer value proposition with moves by retailers to capture the whole "customer experience" under a single individual or functional group. The Children's Place Retail Stores Inc. named Lori Tauber Marcus Senior Vice President & Chief Marketing Officer responsible for brand strategy, e-commerce, CRM, creative services, public relations, social media and visual merchandising and CEC Entertainment Inc. (Chuck E. Cheese) appointed Scott A. McDaniel as Executive Vice President & Chief Marketing Officer to lead all aspects of marketing, public relations, guest relations and showroom entertainment.

Consumer Sector

Consumer Products and Marketing Services

Ecolab named **Peter Favilla** Vice President, Marketing, Food & Beverage to lead a 20-person marketing and product/service development team. He joined from Andersen Windows where he most recently served as Vice President, Marketing & 100 Series Business Unit Leader. The company also announced that

Mark Copeland joined the company as Vice President, Marketing, for the Hospitality, Health Care & Commercial division. He most recently served as Vice President, Customer Management at Metro Group UK.

Estee Lauder Cos. Inc. appointed **Richard Ferretti** Senior Vice President & Global Creative Director, Estee Lauder Division, responsible for every creative and visual element of the brand worldwide, ranging from TV, digital and print advertising to product packaging to store design and retail visual merchandising. For the past two years, he was Creative Director for Coach and Reed Krakoff Brands.

The FRS Company, a provider of the Healthy Performance line of products, named **Matt Kohler** Chief Marketing Officer charged with accelerating the company's growth by overseeing global marketing efforts including brand strategy, product innovation, advertising promotions, social media and event marketing. He most recently served as Vice President, Marketing at Green Dot Corporation.

Hillerich & Bradsby hired **Kyle Schlegel** as Vice President, Marketing to lead marketing for products including Louisville Slugger, Bionic and Powerbilt sporting goods brands. He joined from Procter & Gamble where he most recently served as Brand Manager, North America, Herbal Essences & Aussie Hair Care.

Johnson & Johnson appointed **Michael Sneed** to oversee its global marketing and public relations functions as Vice President, Global Affairs. He joined the company after graduating with his M.B.A. in 1983 and since 2007 served as Group Chairman, Global Vision-Care Business and Member, Operating Committee, Medical Devices & Diagnostics Group.

Kimberly-Clark Corporation announced a reorganization to merge the Kimberly-Clark International (KCI) Sector Teams and Global Marketing Organization teams into Global Sector Teams to improve efficiencies and leverage collective resources, while eliminating redundancy. The following appointments were announced: **Giusy Buonfantino** - Vice President, Global Sector Leader, Adult/Feminine Care; **Pedro Medina** - Vice President, Global Sector Leader, Baby & Child Care; **Scott Usitalo** - Vice President, Global Sector Leader, Family Care. The Global Sector Leaders all report to Tony Palmer, Senior Vice President & Chief Marketing Officer. This restructure eliminates the need for KCI Sector Teams and subsequently **Mercedes Bazterricas** was appointed KCI, Vice President, Marketing.

NutriSystem Inc. named **Michael Amburgey** as the company's new Executive Vice President & Chief Marketing Officer, responsible for all aspects of the marketing team, including creative services, e-commerce and brand management. He most recently served as Chief Marketing Officer for the Oreck Corporation where he helped define the brand positioning, led the development of new creative and media initiatives and drove a successful new product development program.

OPI Products Inc. appointed **Mary Freeth** Vice President, Marketing responsibility for all marketing activation for the company through leadership of 15 marketing professionals including product development, digital marketing, copy writing and editing. She joined from Kao Corporation where she served as Vice President, International Marketing.

Pacific Sands named **Peggy Stover** as its new Vice President, Marketing & Sales to lead brand development, marketing strategy and create a sales representative network for the brand portfolio that includes Natural Choice cleaners. She most recently served as Director, Marketing & Sales for Soy Basics, a maker of soy candles.

Quaker Oats Co. named **Justin Lambeth** Chief Marketing Officer to oversee brand insights, strategic communications, core innovation, shopper marketing and digital activation. He moved from the Frito-Lay division at PepsiCo where he served as Vice President, Core Brands.

Revlon Inc. named **Julie Marchant-Houle** Vice President, Marketing & Global Portfolio Leader. She most recently served as Marketing Director of North American Hair Care at Procter & Gamble.

Remy Cointreau appointed **Mark Breene** as Senior Vice President & Chief Marketing Officer of its United States business. Breene most recently served as Vice President, Rums at Diageo North America. He succeeds Philippe Roederer who has moved to the newly-created position of Senior Vice President, Channel Development.

Sara Lee Corporation named **Ingrid Baron** Chief Marketing Officer of its International Beverages business to drive the innovation portfolio, brand strategy and marketing talent for the business. She will also serve the same role at "CoffeeCo," the business unit that is being spun-off from the company in the first half of 2012. An industrial designer by background, Baron joined from IDEO, a worldwide design agency where she managed the agency's London office and led client relationships with Havainans, Hewlett Packard, Amore Pacific, Olivetti and IKEA.

Sysco Corporation appointed **William W. Goetz** to the newly created role of Senior Vice President, Marketing as the company continues to build their robust marketing function to enhance their ability and differentiate Sysco in the marketplace. Prior to joining, Goetz served as President & Chief Operations Officer, Global Accounts & Strategic Markets at Cintas Corporation.

Tequila Avi3n named **Sam Spencer** Vice President, Marketing to lead an innovative communications plan aimed at building the brand. He joined from Unilever where he worked across a variety of brands, including Magnum ice cream, Axe and Dove Hair.

Weetabix North America appointed **Federico Meade** Vice President, Marketing, a member of the senior leadership team, to develop, plan, direct and lead strategic marketing initiatives, brand-building efforts and marketing and innovation capabilities and processes. He joined from Enjoy Life Foods where he was President & Chief Operating Officer.

Wm. J. Wrigley Jr. Company named **Brian Hansberry** Chief Marketing Officer & Vice President, Category Teams for the North America business, reporting to Casey Keller, Regional Vice President for Wrigley North America. He joined from H.J. Heinz Co. where he most recently served as Chief Marketing Officer & Group Vice President.

Retail

Charming Shoppes Inc. named **Elizabeth Crystal** Senior Vice President & Chief Marketing Officer of Lane Bryant to develop and lead the brand positioning, marketing, and advertising strategies for the Lane Bryant and Cacique brands. Her career in brand and retail marketing spans nearly 20 years and she most recently served as Senior Vice President, Worldwide Marketing for Revlon and Almay Color Cosmetics.

The Children's Place Retail Stores Inc. named **Lori Tauber Marcus** Senior Vice President, Chief Marketing Officer, responsible for brand strategy, e-commerce, CRM, creative services, public relations, social media and visual merchandising. She spent 24 years with PepsiCo Inc. and most recently served as Senior Vice President, Marketing Activation for PepsiCo Beverages, North America.

Diesel USA named **Katja Douedari** Vice President, Marketing. She was previously Vice President, Communications & Marketing at Hugo Boss Fashions Inc., the US division of Hugo Boss, and more recently founded Phoenix and Nola, a children's wear line.

J.C. Penney Company Inc. named **Michael R. Francis** President of the company, reporting to incoming JC Penney Chief Executive Ron Johnson. He is responsible for all merchandising, marketing, planning and allocation, and product development and sourcing functions as the company is redefining the department store. He most recently served as Chief Marketing Officer of Target Corporation.

J. Crew Group appointed **Diego Scotti** to the newly created post of Senior Vice President & Chief Marketing Officer to oversee all retail and direct marketing initiatives for both the J. Crew and Madewell divisions. He took over duties performed by Margot Fooshee, Senior Vice President of Marketing & Public Relations who left the company in August 2011. Scotti most recently served as Director of Marketing for Vogue magazine.

PVH Corp's Tommy Hilfiger Group named **Avery Baker** Chief Marketing Officer, a newly created position. She has worked with the company for 15 years, most recently as Executive Vice President of Global Communications & Marketing, a position she held since 2006.

Supervalu named **Michael Moore** Chief Marketing Officer as Julie Dexter Berg decided to leave the company. Moore joined the company in 2011 as Business Transformation Officer and prior to that, spent 24 years in a variety of leadership positions in customer and business development at Procter & Gamble.

Toys “R” Us appointed **Peter Reiner** Senior Vice President, Marketing to lead all marketing efforts by developing and executing strategies to solidify the Toys “R” Us, Babies “R” Us and FAO Schwarz brands as primary destinations for toys and baby products. He most recently served as Senior Vice President & Chief Marketing Officer, North America at LG Electronics.

Media, Entertainment and Convergence

Clear Channel Communications Inc. appointed **Robert Stohrer** Executive Vice President & Chief Marketing Officer, Clear Channel Radio Digital and is charged with managing the existing marketing resources, products and marketing strategy as well as responsibility for defining, developing and executing new market strategies that will accelerate brand development and recognition of the company’s digital capabilities at a national level. He joined from Sprint Nextel Prepaid Group where he served as Vice President, Marketing.

Epix, the premium joint venture of Viacom, GMG and Lionsgate, named **Kirk Iwanowski** Chief Marketing Officer, responsible for developing and executing marketing strategy and campaigns designed to build a following for Epix movies and programs among consumers, affiliates and industry partners. He previously served as Senior Vice President, Marketing at FilmDistrict and Executive Vice President, Marketing, Branded Entertainment & Sponsorship for Sundance Channel.

Financial Engines Inc. named **June Bower** Executive Vice President, Marketing to run marketing, product, customer experience and enrollment for the company. She joined from Cisco Systems Inc. where she served as Vice President, Marketing of their Collaboration Software Group.

Google Inc. hired **Lucas Watson** as Vice President, Sales & Marketing for YouTube and video, part of the company’s latest bid to bring TV advertising dollars to the world’s largest video site. Watson most recently led Procter & Gamble’s digital marketing where under his leadership the company more than tripled measured internet ad spending.

KIXEYE, a maker of online strategy combat games, announced that **Brandon Barber** joined the company in the newly created position of Senior Vice President, Marketing. Before joining, he co-founded the online sports game developer Lionside, which was acquired by ngmoco in June 2011.

NBCUniversal appointed **John Shea** Executive Vice President & Chief Marketing Officer for NBCUniversal’s Entertainment & Digital Networks and Integrated Media, responsible for NBCUniversal’s special marketing efforts including “Women at NBCU,” “Hispanics at NBCU,” “Green is Universal,” and “Healthy at NBCU.” Shea was promoted from Chief Marketing Officer in Residence for NBC Integrated Media Group.

NewTek appointed **Carter Holland** as Executive Vice President of Worldwide Marketing with responsibility of driving the company’s corporate and product positioning, branding and identity, public relations, demand generation campaigns, and global market penetration to ensure strong customer growth and revenue performance. He joined from Avid where he was VP, Corporate Marketing.

Pandora named **Simon Fleming-Wood** as the company’s first Chief Marketing Officer. He most recently served as Vice President, Marketing for Pure Digital Technologies in 2002 and maintained the same title for Cisco Consumer Products group after its acquisition of PDT in 2009. He is credited with playing a key role in the development of the Flip Video camera and brand.

In preparation for its public launch, **Personal** announced its new marketing team. **Henry “Que” Gaskins**, previously of Nike and Reebok, is Chief Marketing Officer, and **Denise Simpson**, previously of AOL, Ancestry.com and Washington Post Digital is Vice President, Marketing. Personal provides individuals with the tools to create a private, personal network where they can control their own identity and determine access to their data when connecting with people and companies.

The Priceline Group promoted **Paul J. Hennessy**, currently Chief Distribution Officer of priceline.com to Chief Marketing Officer of Booking.com. He is now responsible for all aspects of the Booking.com marketing, including online marketing, brand management, website and user experience. Hennessy originally joined The Priceline Group in 2000 and served in a series of product leadership roles.

The Reader's Digest Association Inc. named **Renee Jordan** Chief Marketing Officer, a newly created position. She joined the company in 2001 and has taken on several roles over the past ten years including consumer marketing, operations and digital product development. Her most recent role was Vice President, International Digital.

Leisure and Hospitality

Arby's Restaurant Group Inc. named **Russ Klein** its Chief Marketing Officer, a post that has been vacant since September 2011. Most recently he has been a marketing consultant in the restaurant space and prior to that he served as Chief Marketing Officer of Burger King.

Bob Evans Farms Inc. named **Jeff Keune** Vice President, Marketing for Bob Evans Restaurants. He most recently served as Vice President, Marketing for Einstein Noah Restaurant Group.

CEC Entertainment Inc. appointed **Scott A. McDaniel** as Executive Vice President, Chief Marketing Officer to lead all aspects of marketing, public relations, guest relations and showroom entertainment for the company. He joined from PepsiCo where he most recently served as Vice President, responsible for Frito-Lay North America's largest customer, Walmart.

El Pollo Loco Inc. named **Ed Valle** Chief Marketing Officer to champion advertising and marketing strategy. He joined from Choice Hotels International where he was Chief Marketing Officer.

Foxwoods Resort Casino named **Rebecca G. Carr** Chief Marketing Officer, responsible for all aspects of marketing and communications including strategy, competitive intelligence, advertising, brand, segmentation, direct marketing, interactive and social media, events, promotions, loyalty programs, sponsorships, and public relations. She previously served as Vice President, Global Marketing for Verizon Business.

International Dairy Queen appointed **Barry Westrum** Executive Vice President, Marketing. He joined from KFC, a Yum! Brands Inc. company, where he served as Chief Marketing Officer.

Moe's Southwest Grill named **Paul Macaluso** Vice President, Marketing to lead Moe's marketing department where he is responsible for developing short and long-term strategic marketing plans to drive brand awareness and sales. He most recently served as Vice President, Daypart & Product Marketing & Innovation for Sonic Industries.

NASCAR named **Kim Brink** Managing Director, Brand & Consumer Marketing to focus on helping the company's five-year strategic business plan which includes five core components: growing the youth and Hispanic fan base; reaching the next-generation of fans; developing a wide-reaching digital and social media strategy; building driver star power; and improving the attraction experience for fans. Brink most recently served as Executive Director of Advertising & Sales Promotion for the Cadillac brand at Chevrolet.

Virgin America named **Luanne Calvert** Vice President of Marketing to oversee the airline's brand and online marketing, in-flight content, loyalty teams and expansion into new North American markets. She succeeded Porter Gale who left the company in 2011. Calvert most recently served as a digital marketing strategy consultant for Louis Vuitton Moet Hennessy. She has also worked for Google, Yahoo! and Joe Boxer Apparel.

Yum! Brands Inc. named Brian Niccol Chief Marketing & Innovative Officer for Taco Bell to oversee public relations and menu development. He has served in a number of executive positions at Pizza Hut, another Yum! Brands division and was most recently General Manager. Yum! also announced that **Jason Marker** was named Chief Marketing Officer, US for KFC, succeeding Barry Westrum who left the company. Marker joined Yum! Brands eight years ago and most recently served as Vice President, Global Branding for KFC.

Financial Services Sector

AXA Financial, Inc. named **Amy Radin** Chief Marketing Officer of AXA Equitable and is charged with defining and creating marketing strategy for the company. She most recently served as Executive Vice President & Chief Innovation Officer at E*Trade Financial Corporation.

Michael A. Linton was named Enterprise Chief Marketing Officer for **Farmers Insurance**. He succeeds C. Paul Patsis, who retired at the end of 2011. Linton most recently served as Executive Vice President, Marketing for Silicon Valley start-up, FreeMonee Network. He has spent 30 years in marketing and general management for such high-profile companies as eBay, Best Buy, Progressive Insurance and Procter & Gamble.

John Hancock Financial appointed **David Longfritz** Chief Marketing Officer, a new position at the company. He is responsible for brand communication functions and for developing new strategies to help John Hancock's insurance and wealth management business units achieve their objectives. He also has executive responsibility for the company's sponsorship opportunities. Previously, Longfritz served as Senior Vice President & General Manager of John Hancock's Retirement Income & Rollover Solutions unit.

Lincoln Financial Group named **Donna MacFarland** Chief Marketing Officer of its Retirement Plan Services business to provide strategic leadership for marketing initiatives including the development of integrated business-to-business and business-to-consumer marketing strategies. She joined the company in May 2010 as Marketing Director.

MetLife Inc. promoted marketing chief **Beth Hirschhorn** to Executive Vice President of Global Brand Marketing & Communications. She was responsible for leading the stadium name negotiations of the National Football League's New York Jets and Giants for the company.

Industrial and Natural Resources Sector

A. Schulman Inc. appointed **Patricia M. Mishic** Vice President & Chief Marketing Officer to oversee global marketing and sales strategy, coordinate global technical activities, manage their new product engine and develop new markets. Most recently, she served as Global Director of Marketing Excellence for Dow's Performance Materials & Performance Plastics divisions.

Accuride Corporation ACW, a supplier of commercial vehicle components, named **Charles M. Byrnes** Senior Vice President, Sales & Marketing. He joined the company in 2011 as Senior Vice President of Business Development. Previously, Byrnes worked at The Timken Company as Vice President, Sales for the Americas for Timken's Bearings & Power Transmission Group.

BHP Billiton Ltd. announced that **Mike Henry**, President of Marketing, has joined the Group Management Committee as Group Executive & Chief Marketing Officer, based in Singapore. Henry joined BHP Billiton in 2003 from Mitsubishi Corporation, where he served in a variety of commercial roles.

CODA Holdings announced the appointment of **Thomas Hausch** as Senior Vice President, Marketing, Sales & Aftersales for CODA Automotive, responsible for leading CODA's distribution and marketing efforts as the CODA all-electric car goes on sale. He is a 20-year veteran in the automotive industry and most recently served as Vice President, Europe, Middle East & Africa for Chrysler Group LLC.

Codexis Inc. named **Wesley J. Bolsen** Vice President & Chief Marketing Officer, responsible for the company's corporate marketing and communications. He most recently served as Chief Marketing Officer of Coskata.

Mack Trucks Inc. appointed **John Walsh** Vice President, Marketing to lead the development and implementation of strategies aimed at driving product sales, safeguarding and enhancing the image of the Mack brand and growing Mack's merchandising and brand licensing efforts. Since 2007, Walsh served as Director, Media & Public Relations.

ZBB Energy, a developer of intelligent, renewable energy power platforms, named **Tim Martin** Vice President, Sales & Marketing, replacing **Dan Nordloh** who was promoted to Executive Vice President, Global Business Development. Martin joined with more than 20 years of global success in technology-based sales and team development, including more than 12 years in the power conversion and energy storage industries.

Not-For-Profit Sector

The Art Institute of Chicago appointed **Gordon Montgomery** Vice President, Marketing & Public Affairs to lead a 50+ member team that together manages the museum's programs in marketing, public affairs, communications, graphics and membership. He joined from Homemade Pizza Company where he served as Chief Marketing Officer.

Capella Education Company, a provider of online post-secondary education, primarily through its wholly owned subsidiary Capella University, announced the appointments of **Mary Miller** as Capella University's Chief Marketing Officer and **Jason Van de Loo** as Vice President, International Marketing & Development. Miller joined Capella in 2011 in a consulting role and in April 2011 was named Senior Vice President, Value Development & Management. Van de Loo joined the company in 2002 and has held progressive leadership roles as Director of Marketing, Vice President, Marketing Leader and most recently Vice President, Marketing & Portfolio Strategies.

Professional Services Sector

Aon Corporation announced that **Laura Zimmerman** joined the firm as Senior Vice President & Global Marketing Leader for Aon Hewitt. In this newly created role, she is responsible for leading Aon Hewitt's global marketing strategy and bringing integrated solutions to market around health, retirement and talent, with a connection to risk. Zimmerman most recently served as Head of Marketing & Product at Legg Mason Global Asset Management.

The Interactive Advertising Bureau named **David Doty**, former Senior Vice President & Chief Marketing Officer, to the new role of Executive Vice President & Chief Marketing Officer. He reports to the CEO and oversees brand marketing, research and international efforts and partnerships and continues to serve as the organization's Chief Marketing Officer, leading marketing and events.

Marketing-Werks appointed **Jay Lenstrom** Chief Marketing Officer to lead the agency's Strategy and Integration team, unifying creative, client service and strategy and integration teams to deliver cutting edge experiential marketing solutions. Lenstrom has two decades of experiential marketing experience, and most recently served as Co-Founder & CEO of Radiate Group, Omnicom Group's largest experiential subsidiary.

Ogilvy & Mather Worldwide announced the promotion of **Lauren Crampsie** to Global Chief Marketing Officer, succeeding **Eleanor Mascheroni** who recently left the company. Lauren joined the company in 2004 and rose through the ranks quickly and most recently served as North American Chief Marketing Officer which she was appointed in 2010.

Omnicom Group's **Porter Novelli** named **Michael Goldberg** as Senior Partner and Global Chief Marketing Officer filling a role that has been vacant for years. He most recently served as Executive Vice President & Chief Marketing Officer at sibling agency Zimmerman Advertising.

Zimmerman Advertising announced that **Ryan Linder** joined the agency as Executive Vice President & Chief Marketing Officer. Prior to joining, he was Vice President/Marketing Director of Olson where he was responsible for all outbound and inbound marketing and business development activity.

Technology Sector

Fixmo, a mobile risk management company, appointed **Tyler Lessard** Chief Marketing Officer to lead marketing and product strategy for the company's growing roster of solutions that manage the risk associated with the mobile workforce including its flagship Fixmo Sentinel and the recently released Fixmo SafeZone. He most recently served as Vice President, BlackBerry Global Alliances & Developer Relations for Research In Motion.

LG Electronics USA Inc. named **James Fishler** to the newly created position of Senior Vice President, Marketing & Go-To-Market Operations, expanding his current role beyond leading marketplace operations, in-store merchandising and sales operations. This new position encompasses brand marketing for Home Appliances, Home Electronics and Mobile Phone Products in the U.S. He assumed the marketing, advertising, public relations and consumer promotions responsibilities from Peter Reiner, who left the company.

Location Based Technologies Inc., manufacturer of PocketFinder GPS locator devices, named **Gregory Gaines** as the company's first Chief Marketing & Sales Officer. He most recently founded GKG Associates, a consulting firm that helps businesses improve their value through sales development, strategic relationships and go-to-market initiatives.

SAP named **Julie Roehm** Senior Vice President, Marketing reporting to the Chief Marketing Officer Jonathan Becher. It has been five years since she has had a full-time position as her last marketing position was Senior Vice President, Communications at Walmart Stores. In the interim she's been consulting with a variety of companies including Credit Suisse, Time Inc., Whirlpool, Coda Automotive and SAP.

Skytap Inc., a provider of self-service cloud automation solutions, named **Brett Goodwin** Vice President, Marketing & Business Development to spearhead the company's overall marketing strategy, execution and development of key business partnerships. He most recently served as Vice President, Marketing at Isilon Systems.

Sony Computer Entertainment America LLC appointed **Guy W. Longworth** to Senior Vice President, Marketing & PlayStation Network to oversee all aspects of marketing, including product marketing, promotions and brand development. He brings more than 20 years of consumer marketing experience at companies including Procter & Gamble, Kraft Foods and Kellogg's and most recently served as Founder of Annapurna One which partners with CEOs to develop new business strategies.

Thrane & Thrane named **Susan Saadat** Vice President, Sales & Marketing, Americas to lead sales and marketing efforts in the United States, Canada and Latin America, across business units including maritime, land mobile, aeronautical and customer service sales. She most recently served as Senior Vice President, Global Technical Operations at Orbcomm.

Trustwave, an information security and compliances solutions firm, named **Leo J. Cole** Chief Marketing Officer to lead the global marketing strategy, while driving day-to-day execution of the company's marketing plan. He most recently served as Vice President, Marketing for Guidance Software.

Turtle Beach, a manufacturer of audio accessories for video games, named **Bob Picunko** Chief Marketing Officer. He most recently served as Senior Vice President of Publishing at MTV Networks.

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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

Calgary

Suncor Energy Centre, West Tower
#3000, 150-6th Avenue, S.W.
Calgary, AB T2P 3Y7
Canada
Tel: +1-403-538-1972

Chicago

155 North Wacker Drive
Suite 4100
Chicago, IL 60606-1732
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

Edifício Eldorado Business Tower
Av. Nações Unidas, 8501
11º 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

Unit 3422 China World Tower 1
No. 1 Jian Guo Men Wai Avenue
Beijing 100004
China
Tel: +86-10-6535-1188

Hong Kong

Room 1801, Alexandra House
18 Chater Road Central
Hong Kong
China
Tel: +852-2523-9123

Melbourne

Level 51, Rialto Towers
525 Collins 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

203, Eros Corporate Tower
Nehru Place
New Delhi 110 019
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

Kongens Nytorv 3
DK-1050 Copenhagen C
Denmark
Tel: +45-33-69-23-20

Frankfurt

OpfernTurm
Bockenheimer Landstr. 2-4
60306 Frankfurt
Germany
Tel: +49-69-75-60-90-0

Hamburg

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

London

Almack House
28 King Street
London SW1Y 6QW
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

Maximilianstraße 12-14
80539 München
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

Löwenstrasse 28
CH-8001 Zurich
Switzerland
Tel: +41-44-447-30-30