

Trends and Moves

Marketing Moves 2014: Q3 – Q4

In order to examine trends in the marketing officer function, Russell Reynolds Associates has tracked and analyzed 157 publicly reported marketing leadership moves during Q3 and Q4 2014.

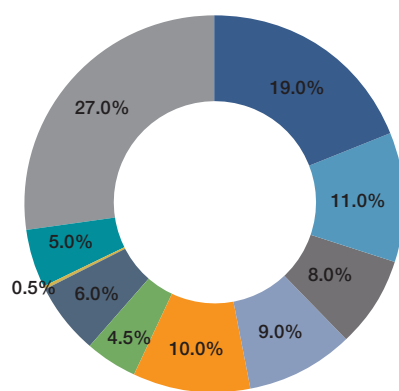
Key Findings

- In the second half of 2014, the Consumer sector accounted for almost half of all reported marketing leadership appointments, followed by the Technology sector, which accounted for just over a quarter of all marketing appointments.
- The proportion of external appointments has increased from 76% in Q1 and Q2 2014 to 84% in Q3 and Q4 2014.
- In most sectors, a majority of marketing appointments came from outside of the sector, particularly for Financial Services. Consumer and Technology appointments, however, tended to be from the same industry.
- Average marketing officer tenure has increased from 3.6 years to 4.0 years.

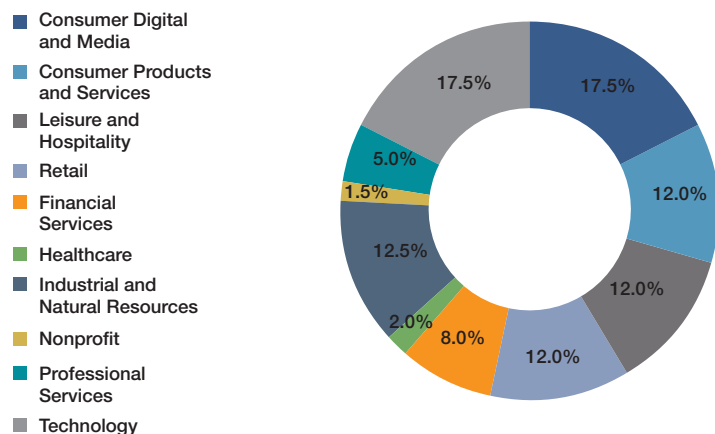
Industry Breakdown

Continuing the same pattern we have seen in previous quarters, the Consumer sector accounted for the largest number of marketing moves. Just under half of all moves (47%) came from the Consumer sector, with 19% from Consumer Digital and Media, 11% from Consumer Products and Services, 8% from Leisure and Hospitality and 9% from Retail. Also consistent with previous quarters, Nonprofit saw the fewest number of marketing appointments, accounting for only 0.5% of all moves.

**Industry Breakdown of Marketing Moves:
Q3-Q4 2014**



As Compared with Q3-Q4 2013



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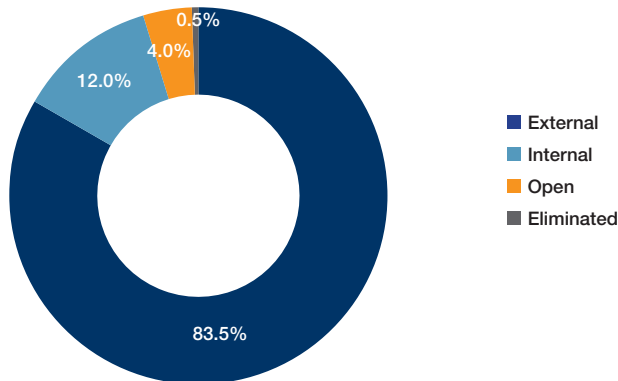
Internal vs. External Hires

In Q3 and Q4 of 2014, approximately 84% of marketing officer appointments came from outside the hiring organization. This is an 8% increase from the previous two quarters, when only 76% of appointments were external, and in line with Q3 and Q4 2013, when 83% of appointments were external. Some moves occurred in tandem with company reorganizations that resulted in eliminated or realigned marketing officer roles. For example, Citrix Systems' former Chief Marketing Officer Steve Daheb left the company, and Citrix now has eliminated the Chief Marketing Officer role.

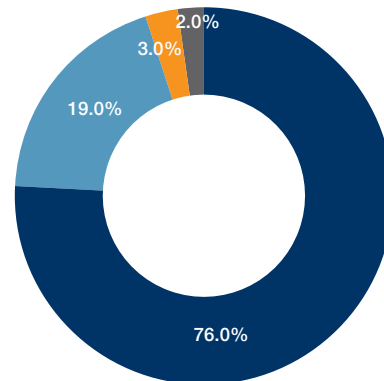
On average, internal promotes spent 7.6 years with their company prior to promotion. This is consistent with the previous two quarters but a significant increase from Q3 and Q4 2013, when internal recruits averaged five and a half years in an organization before promotion.

Female leaders comprised only 37% of all appointments, a significant decrease from the previous two quarters (45%) and from Q3 and Q4 2013 (42%).

Internal vs. External Marketing Appointments



As Compared with Q1-Q2 2014



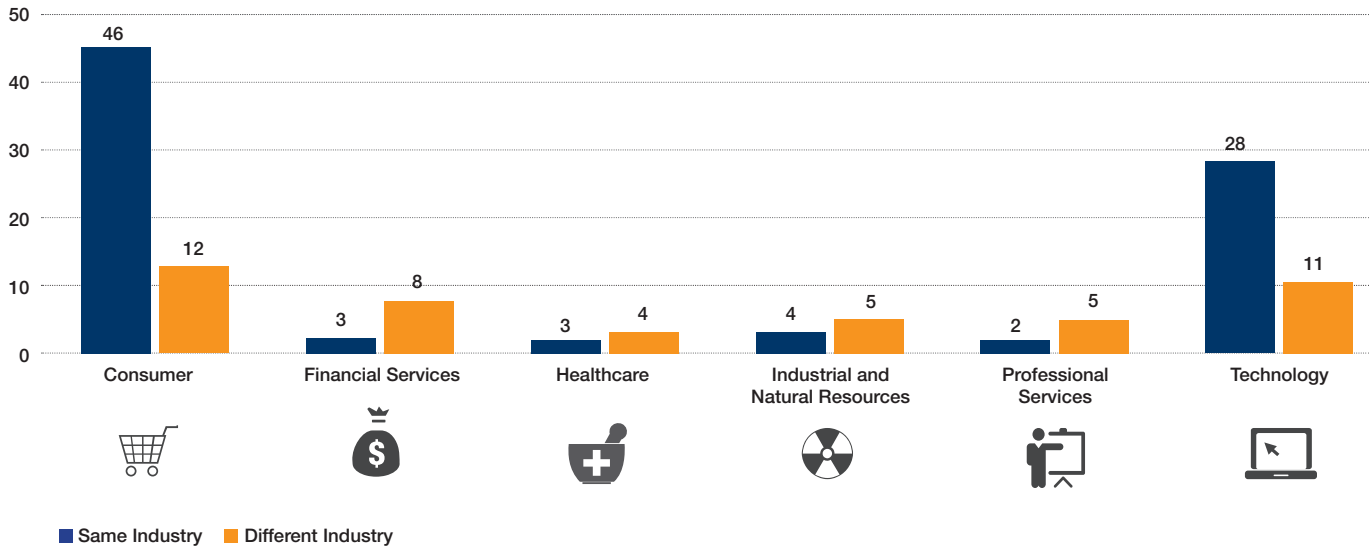
Inside of Industry vs. Outside of Industry

For the first time in two years, most sectors saw a majority of marketing officer appointments from outside of the sector. This is a distinct change from previous quarters, when most appointments came from the same sector, and demonstrates organizations' growing tendency to seek out-of-the box marketing officers with diverse skill sets and expertise:

- The largest shift was seen in Financial Services, where only 27% of appointments were from the same industry. This is a dramatic decrease from 71% in the previous two quarters.
- Appointments in Consumer and Technology were overwhelmingly from the same sector at approximately 79% and 72%, respectively. For Consumer, this is a slight decrease from 83% in the previous two quarters; for Technology, this is a slight increase from 67% in the previous two quarters.
- Healthcare saw 43% of appointments from the same industry, and Industrial and Natural Resources saw 44%. For Healthcare, this is a significant decrease from the previous two quarters' 67%. For Industrial and Natural Resources, this is only a slight decrease from the previous two quarters' 40%.
- Professional Services saw a decrease in appointments from the same industry, dropping from 40% to 29%. In the past two years, this sector consistently has seen less and less appointments from the same industry.

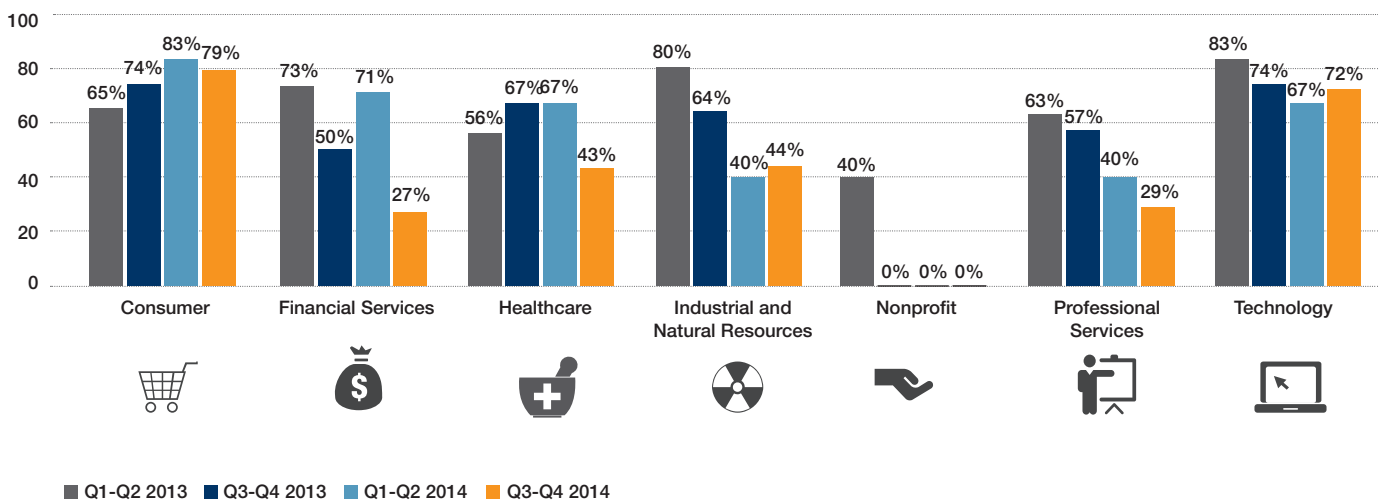
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Intra-industry Marketing Appointments: Number of Appointments in Q3-Q4 2014



Note: All Nonprofit appointments in Q3-Q4 2014 were internal.

Intra-industry Marketing Appointments: Same Industry Percentages in 2013 and 2014



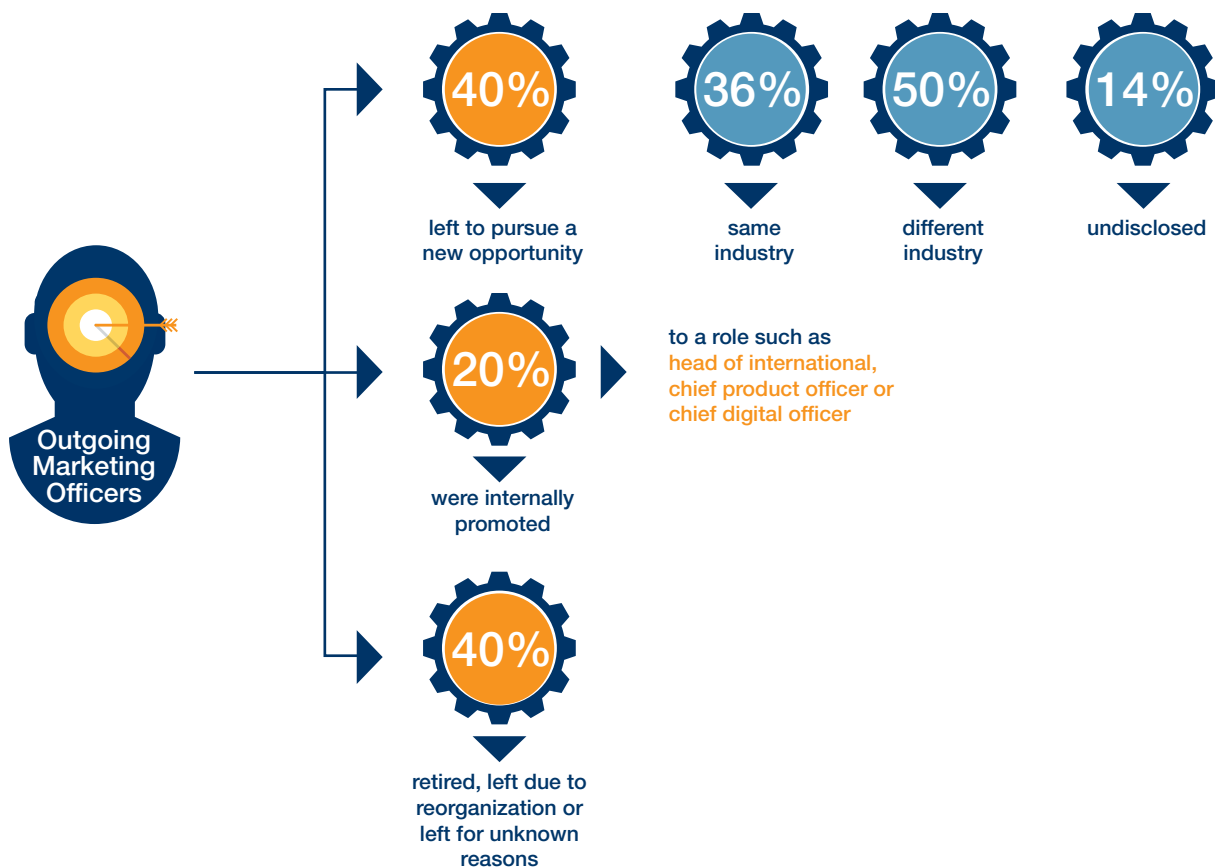
Note: All Nonprofit appointments in Q1-Q2 2014 and Q3-Q4 2013 were from different industries.

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Where Did They Go?

In order to gain insight to marketing officers' career paths, we have analyzed the patterns of marketing leaders who have left their roles:

- Forty percent of outgoing marketing officers left their organization to pursue a new opportunity. Of those executives, 36% moved to a company in the same industry, 50% moved to a company in a different industry and 14% have not yet disclosed their new job. Sixty-four percent of those who pursued a new opportunity entered a marketing officer role at their new company.
- Twenty percent of outgoing marketing officers were promoted within their organization, moving into a role such as head of international, chief product officer or chief digital officer.
- Average firm tenure has decreased slightly from 6.0 years in Q1 and Q2 2014 to 5.9 years in Q3 and Q4 2014. Average role tenure has increased from 3.6 years to 4.0 years.



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CONSUMER SECTOR

CONSUMER DIGITAL AND MEDIA

ABC Family Worldwide, Inc. has appointed **Nigel Cox-Hagan** as Senior Vice President, Marketing, Creative and Branding. In this role, he is responsible for the network's creative marketing, strategic execution, audience development, franchise and brand management, and promotional partnerships. Cox-Hagan most recently was Executive Vice President, Creative and Consumer Marketing, at Viacom Inc.'s VH1 network.

Airbnb, Inc. has named **Paul Jeszenszky** as Head of Online Marketing. He most recently was Head of Global B2B Digital Marketing Center of Excellence at Google.

Akadémos has appointed **Jonathan Shar** as Chief Marketing Officer. He most recently was General Manager, Nook Digital Content, at Barnes & Noble, Inc.

Care.com, Inc. has appointed **Caroline Sheu** to the newly created Chief Marketing Officer position. In this role, she oversees outbound marketing and member communications; acquisition and retention marketing; product marketing; event marketing; online and offline advertising; creative design; public relations and communications; and overall corporate positioning and branding. Sheu most recently was Vice President, Global Marketing, at Disney Interactive.

Condé Nast International Ltd. has appointed **Edward Menicheschi** as Chief Marketing Officer and President of Condé Nast Media Group. He most recently was Vice President and Publisher of Vanity Fair.

Deezer has named **Beth Murphy** as Chief Marketing Officer. She most recently was Executive Vice President and Chief Marketing Officer at Zinio LLC.

Electronic Arts Inc. has named **Chris Bruzzo** as Chief Marketing Officer. In this role, he leads marketing strategy, including product marketing, creative and design, analytics, consumer insight, media planning and buying, network engagement, strategic communications, social and community engagement, digital content and owned channel strategy, and brand communications. Bruzzo most recently was General Manager, Senior Vice President, Evolution Fresh, at Starbucks Corporation.

Fluent, Inc. has named **Jordan Cohen** as Chief Marketing Officer. In this role, he oversees marketing and partnership development. Cohen most recently was Vice President, Marketing, at Moveable Ink.

Foursquare Labs Inc. has named **Kinjal Mathur** as Vice President, Marketing. She most recently was Chief Marketing Officer at Artspace.

Game Show Network, LLC has named **Chris Moseley** as Executive Vice President, Chief Marketing Officer. She most recently was Senior Vice President, Product Management and Brand Oversight, at MSG Entertainment.

Getty Images has named **Susan Smith Ellis** as Chief Marketing Officer. Smith Ellis most recently was Chief Marketing Officer at Morgan Stanley.

Harte-Hanks has promoted **Brian Dames** to the role of Chief Marketing Officer. He most recently was Executive Vice President, Customer Solutions, at the company.

Trends and Moves

Interactive Media Holdings, Inc. has promoted **Jon Schulz** to the role of Chief Marketing Officer. In this role, he is responsible for leading brand and product marketing, as well as business development and strategic partnerships. Schulz most recently was Executive Vice President, Business Development, at the company.

LeapFrog Enterprises, Inc. has appointed **Scott Steinberg** as Vice President, Platform Marketing. In this role, he leads the company's efforts to grow its existing platforms. Steinberg most recently was Vice President, Product Marketing, at Sony Computer Entertainment Inc.

McKinney & Associates PR has named **Adam Levine** as Chief Marketing Officer. He most recently was Executive Vice President, Global Brand Marketing Director, at Deutsch Inc.

National Basketball Association has named **Pam El** as Chief Marketing Officer. In this role, she is responsible for directing brand development, overall marketing and advertising for the National Basketball Association (NBA), the Women's NBA and the NBA Development League. El most recently was Senior Vice President, Financial Brand Marketing, at Nationwide Financial.

National Football League has appointed **Dawn Hudson** as Chief Marketing Officer. She most recently was Chairman of Parthenon Group LLC.

Netflix, Inc. has named **Stephen Bruno** as Vice President, Originals Marketing. In this role, he leads the original content marketing team. Bruno most recently was Head of Marketing at The Weinstein Company.

Ovation TV has appointed **Jodi Lipe** as Senior Vice President, Marketing. In this role, she is responsible for all consumer marketing, partnerships and branding efforts, as well as the network's social media. Lipe most recently was Executive Vice President, Marketing, at POPSUGAR Inc.

Publicis Groupe SA has appointed **Julie Levin** as Chief Marketing Officer, North America. She most recently was Senior Vice President, Chief Growth Officer, at the Martin Agency.

Relativity Media LLC has named **Angela Courtin** as its first Chief Marketing Officer. In this role, she oversees marketing, branding and advertising for the company. She also is charged with launching a new digital division. Courtin most recently was President, U.S., at Dentsu Aegis Network.

RetailNext, Inc. has appointed **Marc Dietz** as Chief Marketing Officer. In this role, he is responsible for global marketing strategy and all corporate and product marketing programs. Dietz most recently was Executive Director, SaaS Strategy and Marketing, at IBM.

Sony Pictures Entertainment has named **Josh Greenstein** as President, Worldwide Marketing and Distribution. In this role, he is responsible for day-to-day management of the company's worldwide theatrical marketing and distribution activities. Greenstein most recently was Chief Marketing Officer at Paramount Pictures.

Square, Inc. has appointed **Kevin Burke** as Head of Acquisition. In this role, he is responsible for attracting merchant customers across all channels, including retail, web and event marketing. Burke most recently was Chief Marketing Officer, Core Products, at Visa.

Turner Broadcasting System, Inc. has named **Michael Ouweleen** as Chief Marketing Officer, Cartoon Network, Adult Swim and Boomerang. He most recently was Senior Vice President and Executive Creative Director for Cartoon Network's creative group.

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Univision Communications Inc. has promoted **Jessica Rodriguez** to the role of Chief Marketing Officer. In this role, she oversees all marketing functions and leads cross-channel promotions, research and creative services. Rodriguez most recently was Executive Vice President, Program Scheduling and Promotions, at the company.

Viacom International Media Networks has promoted **Ross Martin** to the role of Executive Vice President, Marketing Strategy and Engagement. In this role, he oversees corporate research, data and creative strategy teams. Martin most recently was Executive Vice President at the company.

The Walt Disney Company has promoted **Assad Ayaz** to the role of Executive Vice President, Marketing, at Walt Disney Studios. He most recently was Senior Vice President, Marketing, at the company.

XO Group Inc. has named **Dhanusha Sivajee** as Executive Vice President, Marketing. In this role, she oversees the brand, consumer marketing, partnerships and communications. Sivajee most recently was Chief Marketing Officer at AOL Brand Group.

CONSUMER PRODUCTS AND SERVICES

Bai Brands LLC, the natural beverages company, has named **Michael Simon** as Chief Marketing Officer. He most recently was Executive Vice President, Chief Marketing Officer, at Panera Bread.

Coty Inc. has announced a new organizational structure intended to reinforce the company's growth path and strengthen its market position. **Steve Mormoris** has been named Chief Marketing Officer, Fragrances. Previously, he was in charge of Coty Prestige, American Marketing, at the company.

Eastman Kodak Company has named **Steven Overman** as Chief Marketing Officer and Senior Vice President, Corporate Marketing. In this role, he is responsible for the strategic development and coordination of Kodak's brand identity, global marketing programs and activities, and communication of the company's vision, strategy and progress. Overman most recently was Founder and Chief Executive Officer of Match and Candle.

Elizabeth Arden, Inc.'s Chief Marketing Officer **Kathy Widmer** has resigned amid company restructuring. A successor has yet to be named.

The Estée Lauder Companies Inc. has named **Marie-Pierre Stark-Flora** as Senior Vice President, Global Marketing. In this role, she is responsible for leading the brand's global marketing strategy for luxury skin care, skin care, makeup and fragrance, as well as consumer engagement strategy, including digital marketing and media planning. Stark-Flora most recently was Founder and Chief Marketing Officer of Illuminage Beauty Inc.

GNC Holdings, Inc. has named **Jeffrey Hennion** as Executive Vice President, Chief Marketing and Ecommerce Officer. He most recently was President and Chief Financial Officer at Branding Brand, Inc.

The Goodyear Tire & Rubber Company has named **Richard Kellam** as Senior Vice President, Sales and Marketing. In this role, he leads the establishment of a program of sales and marketing designed to enhance customer and consumer experience. Kellam most recently was Global Chief Customer Officer at Mars Incorporated.

iRobot Corporation has named **Dwight Brown** as Vice President, Global Marketing. He most recently was Senior Vice President, Marketing, at Keurig Green Mountain, Inc.

Trends and Moves

Mondelēz International has appointed **Dana Anderson** as Senior Vice President, Chief Marketing Officer. In this role, she is responsible for agency relations, brand equity, brand strategy, marketing capabilities, media and digital. Anderson most recently was Senior Vice President, Marketing Communication and Strategy, at the company.

Murad Inc. has named **Elizabeth Ashmun** as Chief Marketing Officer. In this role, she oversees all global marketing, including brand development, advertising, public relations, creative and education. Ashmun most recently was Global Vice President, Marketing, at Kate Somerville Skin Care, LLC.

Pernod Ricard SA has promoted **Conor McQuaid** to the role of Chief Marketing Officer. He most recently was Managing Director, South Africa, at the company.

Pharmavite LLC has appointed **Etienne Patout** as Chief Marketing Officer. He most recently was General Manager and Vice President, Wholesome Snacks, at Kellogg Co.

PulteGroupe, Inc. has named **Manish Shrivastava** as Vice President and Chief Marketing Officer. In this role, he leads marketing strategy, consumer insight and marketing communications. Shrivastava most recently was Head of Brand and Shopper Marketing at The Coca-Cola Company.

Smith & Wesson Holding Corporation has appointed **Andrew Coccari** to the newly created position of Senior Vice President, Sales and Marketing. In this role, he is responsible for leading all of the company's sales and marketing activities. Coccari most recently was Senior Vice President, Strategic Growth, at Cannondale Sports Group.

Tempur Sealy International, Inc. has appointed **Jay Spenchian** to the newly created role of Executive Vice President, Chief Marketing Officer. Spenchian most recently was Executive Vice President, Marketing, at Olive Garden.

TreeHouse Foods, Inc. has named **Tammy Gianfortune** as Chief Marketing Officer. In this role, she is responsible for product and category management, market research and consumer insight, innovation pipeline development and P&L management. Gianfortune most recently was Global Chief Marketing Officer at Coveris.

Weight Watchers International, Inc. has named **Maurice Herrera** as Senior Vice President, Head of Marketing. In this role, he is responsible for strategic marketing and planning, advertising, public relations, digital and social media, product licensing and customer relationship management. Herrera most recently was Chief Marketing Officer at Materne Industries.

LEISURE AND HOSPITALITY

Cici's Pizza has named **Sarah McAloon** as Chief Marketing Officer. She most recently was Chief Marketing Officer at Sbarro.

Denny's Corporation has promoted **John Dillon** to the role of Senior Vice President, Chief Marketing Officer. He most recently served as Vice President, Marketing, at the company.

Garden Fresh Restaurant Corporation has named **Julie Derry** as Chief Marketing Officer. In this role, she leads all marketing activities and the development of the consumer brand strategy and positioning. Derry most recently was Senior Director, Digital Commerce, at See's Candies.

Jack in the Box Inc. has named **Frances Allen** as Brand President. She most recently was Executive Vice President, Chief Brand Officer, at Denny's Corporation.

Trends and Moves

The Johnny Rockets Group Inc. has named **Joel Bulger** as Chief Marketing Officer. In this role, he is responsible for field marketing, public relations, guest services, agency management, new menu item launches and social media—both domestically and internationally. Bulger most recently was Senior Vice President, Brand Marketing, at Church's Chicken.

Ovation Brands has named **Robert Crews** as Senior Vice President, Marketing. In this role, he is responsible for all marketing, advertising and brand management, with a particular focus on reinvention efforts under way in the Ryan's, Old Country Buffet and Hometown Buffet concepts. Crews most recently was Executive Vice President, Chief Marketing Officer, at Church's Chicken.

Panera Bread's Chief Marketing Officer **Michael Simon** has left the company. The company's Vice President of Marketing Chris Hollander, currently is serving as interim Chief Marketing Officer. A successor to Simon has yet to be named.

Popeyes Louisiana Kitchen, Inc. has promoted **Hector Munoz** to the role of Chief Marketing Officer. In this role, he is responsible for all U.S. marketing initiatives, including advertising, calendar promotional planning, long-range marketing goals, brand positioning for product innovation and core menu items, and all other marketing communications. Munoz most recently was Vice President, Marketing, at the company.

Sizzler has named **Kristina Van Bruggen** as Vice President, Marketing. She most recently was Group Account Director, T-Mobile USA, Inc., at TracyLocke.

Smashburger has appointed **Josh Kern** to the newly created role of Chief Marketing Officer. He most recently was Chief Marketing Officer at Consumer Capital Partners.

Starbucks Corporation has named **Christopher Tebben** as Vice President, Category Brand Management, Americas. He most recently was Vice President, Marketing, Pei Wei Asian Diner, LLC, at P.F. Chang's China Bistro, Inc.

sweetFrog Enterprises, LLC has named **Matt Smith** as Chief Marketing Officer. In this role, he is responsible for the planning, development, implementation and measurement of all sweetFrog marketing strategies, marketing communications and public relations activities. Smith most recently was Founder of Execute.

Valley Forge Casino Resort has named **Jennifer Galle** as Chief Marketing Officer. In this role, she is responsible for the design and execution of resort strategies, centering on loyalty marketing, entertainment, hospitality and player development. Galle most recently was Vice President, Marketing, at Horseshoe Hammond.

RETAIL

At Home has named **Jennifer Warren** as Chief Marketing Officer. She most recently was Chief Marketing Officer at RadioShack Corporation.

Best Buy has appointed **Greg Revelle** as Chief Marketing Officer. In this role, he leads branding, offline and online advertising, customer relationship management, customer loyalty, enterprise growth initiatives, research and analytics. Revelle most recently was Chief Marketing Officer at AutoNation.

Chico's FAS, Inc. has named **Miki Racine Berardelli** as Executive Vice President, Chief Marketing Officer, and President, Digital Commerce. In this role, she is responsible for all of Chico's brands' e-commerce efforts, as well as customer analytics, digital marketing, social media and strategic planning. Berardelli most recently was Chief Marketing Officer at Tory Burch.

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Columbia Sportswear Company has named **Stuart Redsun** as Chief Marketing Officer. In this role, he is responsible for developing and executing global marketing programs for Columbia, Sorel, Inc. and Montrail. Redsun most recently was Vice President, Global Brand Marketing, at Under Armour, Inc.

Gilt Groupe, Inc. has named **Clay Cowan** as Chief Marketing Officer of Gilt.com. He most recently was Senior Vice President, Global Digital, at Starwood Hotels and Resorts Worldwide, Inc.

Guitar Center, Inc. has named **Michael Amkreutz** to the role of Vice President, Marketing, Merchandising and Ecommerce. In this role, he is responsible for all aspects of the company's marketing campaigns, product assortment, in-store merchandising and ecommerce strategy. Amkreutz most recently was Chief Marketing Officer at Systemax Inc.

Lane Bryant, Inc. has named **Brian Beitler** as Executive Vice President, Chief Marketing Officer. He most recently was Executive Vice President, Chief Marketing Officer, at David's Bridal.

maurices has appointed **Ali Wing** as Chief Marketing Officer and Executive Vice President, Digital Commerce. She most recently was Founder and Chief Executive of giggle.

Pacific Sunwear of California Inc. has named **Amber Fredman-Tarshis** as Senior Vice President, Chief Marketing Officer. She most recently was Senior Vice President, Marketing, at Guess?, Inc.

Rent-A-Center has appointed **Aubyn Thomas** as Vice President, Marketing. In this role, she is responsible for all marketing functions, including brand strategy integration and the planning and execution of traffic-driving campaigns. Thomas most recently was Vice President, Consumer Marketing, at Lowe's Companies Inc.

Schnucks has named **Andrew Nadin** as Chief Marketing Officer. In this role, he oversees advertising, marketing, omnichannel and customer research. Nadin most recently was Chief Executive Officer at APN Consultancy.

Whole Foods Market has named **Jeannine D'Addario** as Global Vice President, Chief Marketing Officer. She most recently was Chief Marketing and Communications Officer at Lucile Packard Children's Hospital.

FINANCIAL SERVICES SECTOR

Altisource Portfolio Solutions S.A. has appointed **Barbara Goose** as Chief Marketing Officer. In this role, she leads Altisource's brand building and positioning in the global market. Goose most recently was President at DigitasLBI.

AXA US has appointed **Priscilla Brown** as Senior Executive Director, Chief Marketing Officer. She most recently was Senior Vice President, Chief Marketing and Development Officer, at AmeriHealth Caritas.

Bank of America has appointed **Tariq Hassan** as Senior Vice President, Global Brand Strategy and Marketing. He most recently was Executive Vice President, President, MEA, DAS, at Omnicom Group Inc.

BMO Harris Bank has appointed **Lucino Sotelo** as Chief Marketing Officer, U.S. Personal and Commercial. In this role, he is responsible for strategies to increase market share, foster increased customer advocacy, and meet the financial goals of the U.S. Personal and Commercial business lines. Sotelo most recently was Executive Director and Head of Digital Marketing at Grant Thornton LLP.

Trends and Moves

HUB International Northeast, a part of HUB International Limited, has named **Thomas Delark** as Chief Marketing Officer. In this role, he is responsible for carrier relationships and strategic marketing initiatives. Delark most recently was Managing Director of Aon Risk Solutions.

Jackson Hewitt Tax Service has appointed **Vada Hill** as Chief Marketing Officer. In this role, he is responsible for brand marketing functions, including advertising, public relations, creative development, promotions and digital marketing activities. Hill most recently was Partner, Marketing Strategy, at Kelton.

Markel Corporation has promoted **Thomas Smith** to the newly created position of Chief Marketing Officer. In this role, he is responsible for business development, branding, strategic relationships, digital assets, and corporate advertising and marketing activities. Smith most recently was Managing Director, Marketing, at the company.

Morgan Stanley has promoted **Mandell Crawley** to the role of Global Chief Marketing Officer, Managing Director. In this role, he is responsible for defining, creating and delivering Morgan Stanley's marketing strategy. Crawley most recently was Managing Director, Head of Business Development, at the company.

Nationstar Mortgage Holdings, Inc. has appointed **Kevin Dahlstrom** as Executive Vice President, Chief Marketing Officer. In this role, he is responsible for all marketing activities, with particular focus on analytics-driven, digital and web-based strategies. Dahlstrom most recently was Chief Marketing Officer at Elevate.

Principal Financial Group, Inc. has appointed **Elizabeth Brady** as Senior Vice President, Chief Marketing Officer. In this role, she is responsible for global marketing, including branding, advertising, media relations, digital marketing, sponsorships, data analytics, multi-cultural marketing, research and business intelligence. She most recently was President, Segmentation Solutions, at Nielsen.

Prosper Marketplace, Inc. has appointed **Cheryl Law** as Chief Marketing Officer. In this role, she is responsible for all branding, customer acquisition and corporate communications. Law most recently was Chief Marketing Officer at Hotwire, Inc.

Shore Bancshares, Inc. has appointed **Debra Rich** as Chief Marketing and Project Officer. In this role, she leads overall management, coordination, reporting and completion of business projects; corporate communications; public relations; and marketing. Rich most recently was Chief Project Officer at the company.

SunTrust Banks, Inc. has appointed **Susan Somersille Johnson** as Chief Marketing Officer. In this role, she is responsible for brand strategy and marketing operations. Johnson most recently was Vice President, Global Marketing, at NCR Corporation.

Trustmark Corporation has appointed **Deb O'Connor** to the newly created role of Vice President, Marketing Strategy and Branding. She most recently was Vice President, Brand Strategy and Lead Generation, at Combined Insurance.

Western & Southern Financial Group Inc. has promoted **Troy Brodie** to the role of Senior Vice President of Western and Southern (W&S) and President and Chief Marketing Officer of W&S Agency Group. He most recently was interim President of W&S Agency Group.

HEALTHCARE SECTOR

Aerie Pharmaceuticals, Inc. has appointed **Michael McCleery** to the newly created role of Vice President, Marketing. He most recently was Director, Strategic Marketing, at ISTA Pharmaceuticals, Inc.

Trends and Moves

The American Veterinary Medical Association has appointed **Mark Lenhart** as Chief Marketing Officer. In this role, he is responsible for leading the association's marketing and communications functions, including brand positioning and implementation of marketing programs across the organization. Lenhart most recently was Vice President, Strategy and Corporate Development, at QUEX.

Cambia Health Solutions, Inc. has named **Carol Kruse** as Chief Marketing Officer. In this role, she is responsible for marketing, branding, and digital strategies. Kruse most recently was Global Chief Marketing Officer at Tough Mudder.

Change Healthcare Corporation has named **Jack Bruner** as Chief Marketing Officer. In this role, he is responsible for marketing and product development. Bruner most recently was Partner at Bruner Associates.

City of Hope National Medical Center has named **Lisa Stockmon** as Chief Marketing and Communications Officer. In this role, she leads the institution's branding, advertising, government and community relations, media relations, marketing, publications, events and visitor services, speakers' bureau, public relations, and external and internal communications. Stockmon most recently was Chief Marketing Officer and Executive Vice President at The Leukemia and Lymphoma Society.

Evariant, Inc. has appointed **Kristin Hambelton** as Chief Marketing Officer. In this role, she is responsible for marketing strategy and operations, including product marketing, branding, demand generation and corporate communications. Hambelton most recently was Head of Neolane Marketing at Adobe Systems Incorporated.

RainDance Technologies, Inc. has named **Fritz Eibel** as Senior Vice President, Strategic Marketing. He most recently was Head of Commercial Operations at Agena Bioscience.

INDUSTRIAL AND NATURAL RESOURCES SECTOR

Benjamin Moore & Company has named **Ron Schuller** as Chief Marketing Officer. He most recently was Vice President, Marketing, at charming charlie.

DAMAC has appointed **David Johnson** as Senior Vice President, Sales and Marketing. He most recently was Director, Sales, U.S., at Joyent, Inc.

Deliv has appointed **Ingrid Bekkers** as Vice President, Marketing. She most recently was Global Marketing Director at Constellation Brands, Inc.

Delphi Automotive LLC has named **J. Christopher Preuss** as Senior Vice President, Marketing and Communications. In this role, he leads global communications, marketing and government affairs. Preuss most recently was Head of Communications, Americas and Global Product, at Ford Motor Company.

Federal-Mogul Holdings Corporation has named **Laura Soave** as Vice President, Chief Marketing and Communications Officer. In this role, she oversees global brand management and all marketing initiatives and campaigns in North America. Soave most recently was Vice President and Chief Executive Officer, FIAT Brand N.A., at Chrysler Group.

Hyundai Motor America's Vice President of Marketing **Steve Shannon** has left the company. A successor has yet to be named.

Nissan North America Inc. has named **Jeremy Tucker** as Vice President, Marketing Communications and Media. He most recently was Vice President, Strategic Marketing, at Disney Consumer Products.

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PPG Industries, Inc. has appointed **Max Wetzel** as Chief Marketing Officer and General Manager, Home Centers. He most recently was Vice President, Walmart and Sam's Club Customer Business Unit, at H.J. Heinz Company.

Resource LabelGroup, LLC has appointed **Michael Degus** as Senior Vice President, Sales and Marketing. He most recently was Director, Sales, at Jindal Films Americas LLC.

Schneider Electric SE has appointed **Tony Wells** as Senior Vice President, Marketing, North America. He most recently was Chief Marketing Officer, Senior Vice President, Marketing, at ADT, LLC.

Sloan Valve Company has named **Parthiv Amin** as Vice President, Marketing. He most recently was Vice President, Global Marketing and Engineering, at Enerpac.

Viad Corp. has named **Kelly Smith-Dotson** as Chief Marketing and Commercial Officer. In this role, she is responsible for driving the marketing and commercial strategy and for leading development and commercialization of new and innovative products and services. Smith-Dotson most recently was Chief Marketing Officer at The Pampered Chef.

NONPROFIT SECTOR

Heifer International has promoted **Cindy Jones-Nyland** to the role of Chief Marketing Officer. She most recently was Executive Vice President, Marketing and Resource Development, at the organization.

PROFESSIONAL SERVICES SECTOR

Academic Partnerships has named **Paula Puleo** as Chief Marketing Officer. She most recently was Executive Vice President, Chief Marketing Officer, at Michaels Stores. The company also has appointed Peter Thornfield as Vice President, Brand Marketing. He most recently was Director of Marketing, Mission Portfolio and Secondary Brands, at Mission Foods.

Aon plc has named **Andy Weitz** as Senior Vice President, Global Marketing and Communications. In this role, he leads Aon's external corporate communications and corporate citizenship and is responsible for defining Aon's content marketing strategy and building an integrated approach to product marketing. Weitz most recently was Chief Operating Officer, U.S., at Hill and Knowlton Strategies.

IHS Inc. has appointed **Kim Hosmer** as Senior Vice President, Chief Marketing Officer. She most recently was Global Chief Marketing Officer at Experian plc.

Iron Mountain Incorporated has appointed **Ted MacLean** as Chief Marketing Officer. In this role, he is responsible for marketing, product management, branding, customer insight, sales operations, sales enablement and revenue management. MacLean most recently was General Manager, Growth Market Strategies and Sales, at Microsoft.

Navigant Consulting, Inc. has named **Ed Keller** as Chief Marketing Officer. He most recently was Head of Integrated Marketing at Grant Thornton LLP.

Prologis, Inc. has appointed **Alexandra Roddy** as Global Head of Marketing. She most recently was Senior Vice President, Marketing Strategy and Technology, at Franklin Templeton Investments.

Universal Technical Institute, Inc. has promoted **Jeff May** to Senior Vice President, Marketing. In this role, he oversees all aspects of marketing and advertising. May most recently was Vice President, Marketing Operations and Analytics, at the organization.

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TECHNOLOGY SECTOR

Agari has appointed **Kevin Cochrane** as Chief Marketing Officer. In this role, he is responsible for driving worldwide brand and demand efforts. Cochrane most recently was Chief Marketing Officer at OpenText Corp.

Apple Inc. has appointed **Marcela Aguilar** as Global Director, Marketing Communications. She most recently was Global Senior Director of Marketing Communications at Gap Inc.

BarcodesInc has named **Chris Dargis** as Chief Marketing Officer. In this role, he is responsible for the omnichannel brand and marketing activity, including digital, print and public relations. Dargis most recently was Vice President, Digital and Global Ecommerce, at Brady Corporation.

BMC Software, Inc. has named **Nicholas Utton** as Chief Marketing Officer. Before his appointment as interim Chief Marketing Officer at BMC, he most recently was Chief Marketing Officer at E*TRADE Financial Corporation.

BroadSoft, Inc. has appointed **Taher Behbehani** to the newly created role of Chief Marketing Officer. He most recently was Head of Enterprise Solutions at BlackBerry.

Citrix Systems, Inc.'s Chief Marketing Officer **Steve Daheb** has left the company, which has since decided to eliminate the Chief Marketing Officer role.

Clavis Insight has appointed **Supriya Chaudhury** as Chief Marketing Officer. In this role, she leads the company's global marketing functions, including marketing strategy, thought leadership, brand development and marketing communications. Chaudhury most recently was Chief Marketing Officer at Kantar Retail.

Clutch Holdings Inc. has named **Mark Harrington** as Vice President, Marketing. In this role, he is responsible for building and driving brand awareness and for generating demand for the company's SaaS-based consumer management platform. He most recently was Chief Marketing Officer at ListenLogic LLC.

Coupa Software has appointed **Tara Ryan** as Chief Marketing Officer. In this role, she has responsibility for the global structure, strategy and execution of the company's communications and marketing efforts. Ryan most recently was Senior Vice President, Marketing, at Proofpoint, Inc.

Cree, Inc. has appointed **Betty Noonan** as Chief Marketing Officer. She most recently was Chief Marketing Officer at Panasonic Corporation of North America.

Demandbase, Inc. has named **Phil Hollrah** as Vice President, Product Marketing. Hollrah most recently was Vice President, Product Marketing, at MyBuys, Inc.

First Data Corporation has named **Gretchen Garrigues** as Chief Marketing Officer. In this role, she leads the company's global marketing efforts, including corporate and product marketing, branding, innovation and thought leadership. She most recently was Senior Managing Director, Global Strategic Marketing, at GE Capital.

Flextronics International Ltd. has named **Michael Mendenhall** as Chief Marketing and Communications Officer. In this role, he is responsible for worldwide marketing, branding and communications initiatives. Mendenhall most recently was Executive Vice President and Chief Marketing and Communications Officer at Fusion-io.

Trends and Moves

FreeWheel Media Inc. has named **Jack Rotherham** as Chief Marketing Officer. He most recently was General Manager, Advertising, at RichRelevance, Inc.

Gigya Inc. has named **David Scott** as Chief Marketing Officer. He most recently was Chief Marketing Officer at ForeSee.

Imperva, Inc. has named **Kim DeCarlis** as Chief Marketing Officer. In this role, she leads the company's global corporate marketing, communications, demand generation, product marketing and marketing operations. DeCarlis most recently was Vice President, Worldwide Marketing, at BMC Software, Inc.

Interactive Intelligence Group, Inc. has named **Jeff Platón** as Chief Marketing Officer. He most recently was Vice President, Marketing, at Cisco.

IntraLinks Holdings, Inc. has named **Thor Johnson** as Chief Marketing Officer. In this role, he is responsible for the company's marketing strategy and execution. He most recently was Chief Executive Officer and Chief Marketing Officer of his own marketing consulting firm, Team Thor Marketing, LLC.

JDSU has named **Paul McNab** as Executive Vice President, Chief Marketing and Strategy Officer. In this role, he is responsible for corporate marketing, strategy and business development. McNab most recently was Vice President, Chief Technology Officer of Data Center and Switching, at Cisco.

Liaison Technologies has named **Manish Gupta** as Chief Marketing Officer. In this role, he is responsible for boosting market presence and strengthening the company's leading position in data management, Big Data and cloud services brokerage markets. Gupta most recently was Vice President, Marketing and Business Development, at Symmetricom.

Lucernex Technologies has named **James Wilton** as Chief Marketing Officer. He most recently was Vice President, Global Marketing and Solution Management, at Planon.

Mitek Systems Inc.'s Chief Marketing Officer **Scott Carter** has left the company to join ID Analytics, LLC as Chief Operating Officer. A successor has yet to be named.

National Rural Telecommunications Cooperative has appointed **Greg Santoro** to the newly created role of Chief Marketing and Strategy Officer. He most recently was Chief Marketing and Strategy Officer at NII Holdings, Inc.

NetSuite Inc. has named **Fred Studer** as Chief Marketing Officer. He most recently was General Manager, Microsoft Dynamics, at Microsoft.

Nintex USA, LLC has appointed **Russ Mann** as Chief Marketing Officer. In this role, he is responsible for the company's strategic marketing, brand and demand initiatives. Mann most recently was Founder, Chairman and Chief Executive Officer of Covario, Inc.

PCTEL, Inc. has named **Carolyn Dolezal** as Vice President, Strategy, and Chief Marketing Officer. She most recently was Executive Vice President and Chief Executive, Technology Industry Practice, at the company.

Procore Technologies, Inc. has named **Matthew Reid** as Chief Marketing Officer. In this role, he leads global corporate and product marketing, including branding, product rollout, customer acquisition, and media and analyst relations. Reid most recently was Vice President, Marketing, at Impact Radius Inc.

Trends and Moves

Progress Software Corporation has appointed **Melissa Puls** as Chief Marketing Officer. In this role, she oversees all aspects of the company's marketing operations and communications. Puls most recently was Vice President of Iron Mountain's Global Demand Center.

Resolve Systems has named **Dustin Ritter** as Chief Marketing Officer. In this role, he leads all marketing initiatives, including brand development and lead generation. Ritter most recently was Chief Marketing Officer at Trackforce.

Return Path, Inc. has named **Scott Roth** as Chief Marketing Officer. In this role, he is responsible for global market awareness, demand generation and brand development initiatives. Roth most recently was Vice President, Global Marketing, at Salesforce Marketing Cloud.

Rocket Fuel Inc. has appointed **Rhonda Shantz** as Vice President, Marketing. In this role, she is responsible for scaling the firm's marketing globally, expanding customer conversations and overseeing the company's public relations. Shantz most recently was Vice President, Global Marketing, at Symantec Corporation.

SAP SE has appointed **Maggie Chan Jones** as Chief Marketing Officer. She most recently was Senior Vice President, North America Marketing, at Level 3 Communications, LLC.

Sprint Corp.'s Chief Marketing Officer **Jeff Hallock** has left the company. A successor has yet to be named.

Stratasys Ltd. has named **Chris Morgan** as Chief Marketing Officer. In this role, he is responsible for global marketing activities, including developing strategy and building a global team to support worldwide expansion and growth. Morgan most recently was Senior Vice President, Graphics Solutions Business, at HP.

Swrve has appointed **Steve Gershik** as Chief Marketing Officer. In this role, he is responsible for global demand generation, digital and content marketing, corporate branding and customer experience. Gershik most recently was Chief Executive Officer and Chief Marketer at 28Marketing LLC.

Tagetik has promoted **Dave Kasabian** to the newly created position of Chief Marketing Officer. In this role, he is responsible for developing and executing the company's global positioning and go-to-market strategy in addition to messaging, content and public relations. Kasabian most recently was Corporate Vice President, Product Marketing, at the company.

Toshiba America Business Solutions, Inc. has promoted **Bill Melo** to the role of Vice President, Marketing, Services and Solutions. In addition to his former responsibilities of managing product marketing, strategic software and platform development, marketing communications and marketing operations, he also now is responsible for global development of marketing and branding. Melo most recently was General Manager and Chief Marketing Officer at the company.

Vantiv, Inc. has appointed **Larry Drury** as Chief Marketing Officer. In this role, he is responsible for the company's marketing and communications efforts, including strategic brand positioning; research; thought leadership; corporate, product and industry marketing; demand generation; and sales support. Drury most recently was Principal Consultant at Drury Marketing Group.

Verizon Communications Inc. has named **Diego Scotti** as Chief Marketing Officer. He most recently was Chief Marketing Officer at J. Crew.

Vevo LLC has named **Stacy Moscatelli** as Vice President, Marketing. In this role, she is responsible for the company's publicity, social media, events and creative services teams. Moscatelli most recently was Vice President, Marketing and Brand Strategy, at Bedrocket Media Ventures.

Trends and Moves

Xerox Corporation has named **John Kennedy** as Chief Marketing Officer. Among other responsibilities, he leads brand management, advertising, public relations and social marketing. Kennedy most recently was Vice President, Global Business Services, at IBM.

Xirrus has named **Jillian Mansolf** as Chief Marketing Officer. She most recently was Chief Marketing Officer at Connected Data.

8x8, Inc. has named **Enzo Signore** as Senior Vice President, Chief Marketing Officer. In this role, he is responsible for the strategy and execution of global marketing efforts. Signore most recently was Vice President, Worldwide Enterprise Solutions and Field Marketing, at Avaya Inc.

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