

Trends and Moves

Marketing Officers

Q3/4-2012

High Demand for Digital Acumen, Customer Focus and Global Perspective

To help marketing leaders—and those who are keen to hire them—stay on top of key trends impacting the marketing function, Russell Reynolds Associates analyzed 160 executive moves across the last six months. These transitions reflect growing demand for marketing talent with the following three capabilities:

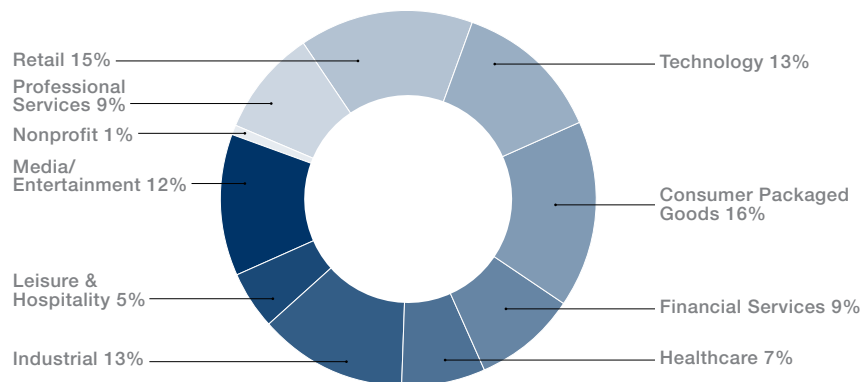
- Digital Acumen
- Customer Focus
- Global Perspective

Digital Acumen

As digital technologies continue to transform the business landscape, organizations are increasingly demanding marketing officers who possess a high degree of digital acumen—i.e., knowing how to leverage innovations such as mobile devices, social media and e-commerce platforms to drive revenues. Nowhere is this more prevalent than in the retail sector, where these innovations have become firmly entrenched as a core aspect of everyday business. Of all the marketing executive moves that occurred in the last six months, 48% came from the Consumer sector, across the following subsectors: Retail (15%), Consumer Packaged Goods (16%), Media/Entertainment (12%), and Leisure and Hospitality (5%).

Nearly half of all moves occurred in the Retail and related sectors.

Figure 1: Industry Break-Down of Recent Marketing Moves



Source: Russell Reynolds Associates, 2013

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Customer Focus

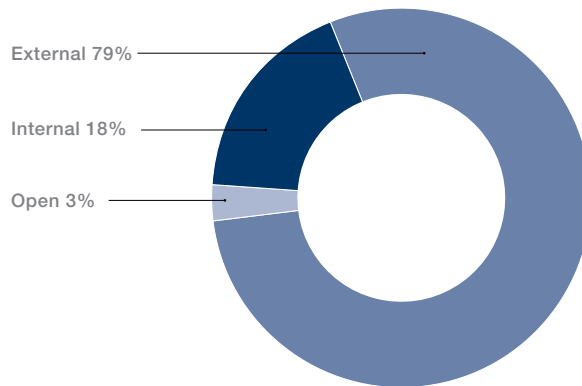
Beyond the emphasis on digital, the emergence of Big Data is redefining the meaning of customer focus. Senior marketers are now armed with more information than ever before, and companies are searching for leaders who know how to unlock its full potential. This includes the ability to think creatively about capturing new types of information, mining existing (and diverse) data sets for unique insights, and leveraging data to engage with customers when, where and how they want via “mass customized” marketing messages.

Global Perspective

Finally, softness of the U.S. economy and growth (albeit slowed) of international markets continue to fuel demand for marketing officers with a broad, global perspective. Organizations are seeking leaders who possess diversity of thought, a passion for change and the ability to drive brand growth on an international stage. Given the limited supply of candidates with these attributes, firms frequently must look externally for talent. Indeed, 79% of the executive moves in the past six months involved external recruitments, while only 18% were the result of internal promotions (Figure 2).

The vast majority of moves were the result of external hiring.

Figure 2: Internal vs. External Marketing Appointments



Interesting Outliers...

- Technology companies were most likely to look outside for new marketing talent, with 100% of moves coming from external hires.
- The healthcare sector—where there is less need for global perspective, and digital changes occur more through evolution than revolution—is the industry least likely to look externally for marketing talent. Internal promotions in healthcare accounted for nearly half of new marketing positions.

Source: Russell Reynolds Associates, 2013

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CONSUMER SECTOR

Consumer Products and Services

Avon Products, Inc. has appointed **Patricia Perez-Ayala** as Senior Vice President, Chief Marketing Officer, and Global Brand and Category President. In this role, Perez-Ayala is responsible for global brand management and marketing, including consumer insights, commercial marketing, digital marketing, and product category strategy and execution. Ayala was most recently Vice President and General Manager, Eastern Europe for Procter & Gamble Co.

Bacardi announced in late 2012 that **Silvia Lagnado**, Chief Marketing Officer and President of Bacardi Global Brands, would be vacating her two positions “to pursue other interests.” She is succeeded by **Andy Gibson**, who will step into the role in late April of this year. Gibson will be responsible for leadership and strategic direction of the company’s brands. He was most recently Chief Marketing Officer at Carlton & United Breweries.

***Blount International** has appointed **Andrew York** as Senior Vice President, Sales and Marketing, for its Forestry and Lawn and Garden division. He was previously Vice President, Sales, Marketing and Technology at Leupold and Stevens, Inc. York has over twenty years of experience in the industry and, in his new role, has joined Blount’s Senior Leadership Team and is responsible for driving marketing and sales strategies.

Callaway Golf named **Harry Arnett** as Senior Vice President of Marketing. In this role, Arnett is responsible for global marketing, communications, and go-to-market functions. He was previously Vice President of Global Marketing, TaylorMade, Adidas, and Ashworth Golf.

***Campbell Soup Co.** has appointed **Michael Senackerib** to the newly created role of Chief Marketing Officer reporting to the company’s CEO Denise Morrison. Senackerib was most recently Senior Vice President and Chief Marketing Officer at the Hertz Corp. At Hertz, Senackerib was responsible for brand and digital marketing as well as pricing and yield management across all divisions. He leads Campbell’s marketing function, including marketing services, global advertising, design, media, digital marketing, and consumer and customer insights. The company has also named Leah Dunmore as Vice President, U.S. Soup. Dunmore was previously Vice President of Marketing at Post Foods. In her new role, she leads the core soup business and is responsible for P&L management, strategic plan development, marketing, branding, and team management.

DEI Holdings has named **Blair Tripodi** as Chief Marketing Officer of its Polk, Definitive Technology, and BOOM Movement business units. He will work to elevate the brands’ visibility both domestically and internationally. Tripodi was most recently Managing Director of Under Armour Europe.

Dymatize Sports Nutrition has named **Rick Zuroweste** as Chief Marketing Officer. Zuroweste was most recently Chief Marketing Officer at Dean Foods.

***Foster Farms** has named **Bryan Reese** Senior Vice President of Marketing and Sales. He was most recently Chief Marketing and Innovation Officer for Bolthouse Farms, Inc. In his new role, Reese reports to the Chief Executive Officer and is primarily responsible for overseeing all aspects of customer sales and consumer marketing for the company.

Trends and Moves: Marketing Officers

GlaxoSmithKline appointed **Jeanne Bennett** as Vice President and Global Business Leader, Smoking Cessation. Bennett was recently Vice President Innovation & Professional Sales & Marketing at Novartis Consumer Health.

Hormel Foods Corp. has appointed **Jeffrey R. Baker** to Division Vice President, Marketing. He succeeds former Vice President Dennis B. Goettsch. Baker has been a part of Hormel since 1990 and most recently served as Director of Fresh Meats Marketing and Precept Foods.

***John I. Haas** named **Dave Thurston** as Vice President, Sales and Marketing. He was previously a Business Leader at Cargill for twenty-five years. In his new role, Thurston drives the development and implementation of sales and marketing strategies for Haas products and services as well as for the entire Barth-Haas Group's product portfolio reaching direct and indirect brewing customers.

Kellogg Co. promoted **A. Raj Joshi** to Vice President and General Manager, Savory Snacks. Joshi was previously Vice President, Marketing, Kellogg's Snacks.

Kimberly-Clark Corp. promoted Chief Marketing Officer **Tony Palmer** to the position of President of Global Brands and Innovation. Clive Sirkin, former Vice President, Global Integrated Marketing Communications, has been elevated to Senior Marketing Officer. The company also appointed Robbert Rietbroek *as Vice President, Global Baby and Child Care and John Cayer* as Vice President, North American Rolled Products. Rietbroek was previously Marketing Director, Oral-B and Crest at Procter & Gamble and has nearly 20 years of experience in the consumer products industry. Cayer was previously Director, Global Brand Equity at SC Johnson and has over twenty years of experience in consumer product marketing and sales. In his new role, Cayer reports to the President of North American Family Care and is directly responsible for driving revenue and profit growth for the Rolled Product Platform business. Rietbroek reports to Tony Palmer and now manages the company's roughly \$8B global Baby and Child Care portfolio.

La Prairie named **Elizabeth Lamont** as Vice President, Marketing Americas/Oceania. She was most recently Vice President, Marketing North America for Bare Escentuals.

Leapfrog Enterprises appointed **Greg Ahearn** as Chief Marketing Officer. He was formerly Chief Marketing Officer at Toys R Us. At Leapfrog, Ahearn is responsible for the brand and consumer experience globally, including consumer insights, product marketing, licensing, content development, marketing communications, and public relations.

Medifast, Inc. named **Brian Kagen** as Executive Vice President and Chief Marketing Officer. Kagen joined the company in 2011 and has both contributed to the development of the company's brand positioning and created marketing synergies within Medifast's sales channels. In his new position, Kagen is responsible for all marketing functions, including brand, channel, product marketing, and customer service.

Murad, Inc. appointed **Suzanne Dawson** as Chief Marketing Officer. In this role, she is responsible for all global marketing, including brand development, advertising, public relations, creative, and education for products, services, and new market opportunities. Dawson was most recently Vice President, Global Innovation at Estee Lauder Group and has over 25 years of experience in the beauty and cosmetic industries.

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Nestle S.A. named **Bill Partyka** as VP Global Marketing and Brand Management. He was previously Vice President, Head of Global Marketing & Brand Strategy at Pfizer.

***Newark element14** has appointed **Tamara L. Jurgenson** as Senior Vice President, Marketing. She was most recently Vice President, Marketing for Grohe America, Inc. At Newark, Jurgenson leads a team of marketing professionals to drive design, development, and implementation of marketing strategies and programs.

***Scotts Miracle-Gro Co.** named **Anson Asoka** Vice President, Global Consumer Insights and Analytics. Asoka was previously Vice President, Customer Insights at Constellation Energy and has twenty years of cross-industry experience in management consulting and Vice President level experience. At Scotts, Asoka leads the analytical capabilities of the Global Marketing Research function by driving statistical modeling metrics and reporting analytics, data insight cataloging, and Business Unit insights.

***Wilson Daniels** has named **Philip Pyrce** as Senior Vice President, Marketing and Business Development. Pyrce has more than 20 years of marketing and business strategy experience and most recently served as Director of Marketing and Sales at Titus Vineyards. In this role, Pyrce leads a team in developing pricing and volume models, working with suppliers, managing the “direct to collector” initiative, and exploring business development opportunities.

Zagg, Inc. appointed **Kent R. Wuthrich** to Executive Vice President, Marketing. In this role, he is responsible for the company’s global marketing and brands. Wuthrich joined the company as Vice President of Creative for iFrogz, which was acquired by Zagg in 2011.

Retail

Alco Stores, Inc. appointed **Brent Streit** to the position of Senior Vice President, Marketing and E-Commerce. Streit has held increasingly superior positions at Alco and has lent his expertise to advertising, direct and indirect promotional media, social media, visual merchandising, and brand strategy endeavors at the company.

Alternative Apparel appointed **Erik Joule** as President and Chief Marketing Officer. He was previously Senior Vice President of Global Merchandising and Design for Levi Strauss & Co. In his new job, Joule is responsible for merchandising, design, development, sourcing, and brand marketing.

***Amazon.com** hired **Matt Repicky** as Head of Marketing, MYHABIT. Repicky was most recently Vice President, Marketing at The Jones Group, Inc. At Amazon, he is responsible for developing innovative marketing strategies and plans to attract new customers and increase retention. The role also necessitates leading branding building and driving segmentation, targeting, and best-in-class CRM efforts.

Blue Nile, an internet retailer of diamonds and fine jewelry, has named **Engle Saez** as Chief Marketing Officer. Saez has over 20 years of experience in branding, marketing, and product leadership and was most recently head of product and marketing at Coinstar.

Trends and Moves: Marketing Officers

Bon-Ton Stores, Inc. has named **Luis Fernandez** as Executive Vice President and Chief Marketing Officer. Fernandez was previously at Neiman Marcus Group as Vice President, Last Call Marketing and Customer Insight. His appointment at Bon-Ton coincides with the imminent retirement of merchandising president Tony Buccina.

Casual Male Retail Group, Inc. appointed **Derrick Walker** as Senior Vice President and Chief Marketing Officer. He was previously Vice President of Marketing at Lenscrafters and brings expertise in developing brand recognition and marketing strategy to his new role. Walker is responsible for marketing operations and for creating brand recognition for the Casual Male's new DestinationXL brand.

***Chico's FAS**, Inc. has named **Deirdre Zimmermann** as Vice President, Marketing, White House Black Market. She was most recently Vice President, Marketing at Brookstone Co. In her new role, Zimmermann is responsible for managing all activities related to implementing and integrating marketing strategy to drive sales and increase market share for the White House Black Market business.

***Dick's Sporting Goods** appointed **Jakki Smith** as Vice President, Creative. She was previously Group Creative Director at Schawk Retail Marketing and has over twenty years of experience in creative marketing. At Dick's, Smith reports to the Chief Marketing Officer and leads all creative activity for the company, including management of the in-house creative team and collaboration with external agency partners. The company also named Ryan Eckel as Vice President, Brand. He was previously Head of Marketing, Eastern Europe, Middle East, Africa, and India for Puma. At Dick's, Eckel is responsible for the strategic development of the company's marketing campaigns, including developing the strategic brand direction and a consistent presentation of the company's marketing materials across all channels.

Family Dollar Stores has named former Safeway executive **Jocelyn Wong** as Senior Vice President and Chief Marketing Officer. She succeeds Don Hamblen, former Senior Vice President of Customer Marketing, who left the company to pursue other opportunities. In her new position, Wong maintains large focus on helping differentiate the Family Dollar brand and improve customer loyalty.

Lowe's Co. appointed **Thomas J. Lamb** as Chief Marketing Officer. He is accountable for all communications and marketing functions, including brand management and developing a definitive communications strategy for customers, employees, and media. Lamb was previously Senior Vice President of Marketing at Lowe's.

OfficeMax, Inc. has appointed **Kim Feil** as Executive Vice President and Chief Marketing and Strategy Officer. Most recently, Feil served as Chief Marketing Officer and Corporate Vice President for Walgreen Co. She has taken on the marketing duties of Ryan Vero, the OfficeMax's former Chief Marketing and Merchandising Officer, who joined Sears Holdings as President of its grocery, drug, and pharmacy business. At OfficeMax, Feil is responsible for marketing across the company, with specific emphasis on brand management and the evolution of the company's digital and social platforms.

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Orchard Supply Hardware Stores Corp. named **Samantha Osselaer** as Vice President, Marketing. She was previously Senior Director, Creative and Branding for Overstock.com. In her new position, Osselaer is in part responsible for the branding and marketing of Orchard's new neighborhood store format.

***Performance Marketing Brands** has hired **Amy Kennedy** as Chief Marketing Officer. Kennedy has over fifteen years of experience in traditional and online marketing in both the retail and consumer industries. She was previously Chief Marketing Officer for Wine.com and its flash-sales site, WineShopper.com. In her new role, Kennedy is responsible for all marketing initiatives across the company's portfolio of brands. She drives and executes strategies that fuel the brand and help the company attain its dramatic growth goals.

Perfumania Holdings, Inc. has appointed **Linda G. Levy** to the newly created position of Senior Vice President and Chief Marketing Officer. Levy was previously Vice President of Merchandise Marketing for Cosmetics and Fragrances at Macy's East division.

PureFormulas.com named **Daniel Moure** as Chief Marketing Officer. Moure was previously Vice President of Production at Univision Communications, Inc.

Select Comfort Corp. has named **Michael Bills** Senior Vice President and Chief Marketing Officer. Bills has over 20 years of experience at creating marketing strategies for global brands, and prior to his arrival at Select Comfort, he served as Executive Director of the Innovation Initiative at the Fisher College of Business at Ohio State University.

Stuart Weitzman, a division of The Jones Group, Inc., has promoted **Susan Duffy** to Chief Marketing Officer. She was previously Senior Vice President of Global Marketing and Communications at the company and will continue to be responsible for marketing, advertising, public relations, and social media.

Teavana Holdings, Inc. has appointed **John Aylward** as Vice President of Marketing. Aylward was previously Brand Director for Gap Europe, and in his new position at Teavana, he is responsible for developing and directing the company's brand and marketing strategies.

Tesco's Chief Marketing Officer **Tim Mason**, also Chief Executive Officer of the company's Fresh & Easy grocery business, has resigned.

Tuesday Morning Corp. named **Seth Marks** Senior Vice President and Chief Marketing Officer. Marks had previously served as the company's Senior Vice President, Alternative Merchandise Sourcing and E-Commerce.

Unified Grocers appointed **Susan M. Klug** as Senior Vice President, Chief Marketing Officer. She was most recently President, Southern California Division, Albertsons. At Unified, Klug assumes responsibility for marketing activities that were previously led by Phil Smith, Executive Vice President, Chief Marketing and Procurement Officer. Smith announced his retirement effective January 1, 2013. Klug will lead all marketing functions as well as retail support services and technology functions.

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The Yankee Candle Company, Inc. appointed **Brad Wolansky** as President of Direct and Chief Marketing Officer. Wolansky came from The Golf Warehouse, where he was most recently General Manager of Powered by TGW. At Yankee, Wolansky leads branding, including via digital channels, as well as the company's consumer direct, creative, marketing, public relations, and social media teams.

***Zazzle, Inc.** has appointed **Nizzi Karai Renaud** as Vice President, Marketing and Merchandising. In this role, Renaud oversees all aspects of marketing for the company, including customer acquisition and retention, branding, public relations, marketing communications, advertising, social media, events, and analytics. Renaud was previously Vice President, Marketing and Merchandising at Refinery29, Inc.

Media, Entertainment and Convergence

AOL, Inc. appointed **Jolie Hunt** to the newly created position of Chief Marketing and Communications Officer in July. In this role, Hunt led, among other duties, AOL's global communications strategy—both internal and external—and social media. Hunt was previously Global Head of Brand and Public Relations at Thomson Reuters. In December, however, AOL announced that it was parting ways with Hunt before revealing a \$10 million branding campaign. She became the fourth top AOL marketing and communications executive to leave her position in 2012. The company also named Erika Nardini as Vice President, Head of Marketing Solutions for AOL Advertising. In this role, she will be responsible for content and brand experience. Nardini was most recently Senior Vice President of Sales and Marketing at Demand Media.

***Bonnier Corp.** has named **Jason Weiser** Vice President Marketing and Growth, Toca Boca. Toca Boca is a media organization that develops digital toys and applications for children. At Bonnier, Weiser leads the development of strategies for acquiring users, driving revenue and profits, and providing a deep understanding and passion around building a community. He was previously Director of Marketing, Nickelodeon Games Group at MTV Networks.

Digital Generation, Inc. appointed **Ricky Liversidge** as Chief Marketing Officer. He was previously Vice President of Product Marketing for Media Solutions at Adobe. In his new role, Liversidge is responsible for global integrated campaign management and for product, marketing, and corporate communications.

DISH has named **Andrew R. Cipra** Vice President of Brand Marketing. Before coming to DISH, Cipra held marketing roles at Procter & Gamble and innovation roles at 3M. At DISH, Cipra works with Chief Marketing Officer James Moorhead to enhance the company's image as a superior consumer brand. The company has also appointed Martin Lenoir as Vice President of Direct Marketing. Lenoir most recently led direct-to-consumer marketing for the AARP Life Insurance program at New York Life Insurance Company.

DoubleDown Interactive named **John Clelland** as Chief Marketing Officer. He was previously Senior Vice President of Marketing at T-Mobile.

DreamWorks Animation has named **Michael Francis** as Chief Global Brand Officer. He was most recently President of J.C. Penney Co. In his new role, Francis is responsible for developing new ways to build the studio's branded characters globally and across various outlets.

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Fandango appointed **Adam Rockmore** as Vice President of Marketing. Rockmore, an ABC network veteran, was most recently Senior Vice President of Marketing for ABC Daytime and SOAPnet.

Houghton Mifflin Harcourt named **Wendy Bronfin** as Senior Vice President, Consumer Products and Marketing. Bronfin will address the expanding consumer audience through both traditional and new media channels. She was most recently Senior Director of Children's Digital Products at BarnesandNoble.com.

IHS, Inc. named **Stephanie Buscemi** as Senior Vice President and Chief Marketing Officer. She was previously Senior Vice President of Marketing at SAP, and in her new role at IHS, Buscemi is in charge of cultivating a customer-driven marketing organization and enhancing the global IHS brand.

Lee Enterprises has named **Michael Gullede** as Vice President of Sales and Marketing. In this new role, he is in charge of leading revenue growth in over 50 markets across nearly half of the country. Gullede was previously Vice President of Publishing for the company.

Limelight Networks, a leader in digital presence management, named **Kirby Wadsworth** as Chief Marketing Officer. He was previously Vice President, Global Marketing for F5 Networks, Inc. and has over twenty years of marketing and industry experience. In this newly created role at LimeLight, Wadsworth leads brand development, demand generation, marketing services, and corporate communications.

Move, Inc., an online real-estate company, named **Barbara O'Connor** as Executive Vice President of Marketing. O'Connor was formerly Vice President of Global Consumer Marketing at Yahoo. In this newly created position, she is responsible for brand and website marketing and communications.

Netflix hired former Warner Bros. executive **Kelly Bennett** as Chief Marketing Officer. Bennett was previously Vice President of the Interactive, World Wide Marketing Group for Warner Bros. movies. He succeeds Leslie Kilgore, who stepped down from the role in January, and is known for his ability to develop impactful digital campaigns.

Participant Media named **Kent Rees** as Executive Vice President, Marketing, Scheduling, and Operations. He is responsible for creating marketing strategies and operations for Participant and TakePart TV. Rees was most recently head of marketing at Bedrocket Media Ventures.

Penton Media appointed **Kate Spellman** as Senior Vice President, Marketing. She was most recently President of United Business Media's UBM Studios.

Time Warner Cable appointed **Stephanie Anderson** as Senior Vice President of Marketing for Business Services. She was formerly Vice President of Commercial Markets Marketing and Advertising at Cablevision and has experience in leading global technology sales, marketing, product, operations, and service. In her new role, Anderson is responsible for product strategy, development, and management for Business Services.

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Univision Communications, a leading media company catering to Hispanic America, has tapped **Keith Turner** to be President of Advertising, Sales, and Marketing. Prior to Univision, Turner served as President of Media Sales and Sponsorship at the National Football League (NFL). He is known for his impactful and creative sales and marketing expertise.

Yahoo, Inc. has named **Katherine J. Savitt-Lennon** as Chief Marketing officer. Savitt-Lennon was previously founder and Chief Executive Officer of Lockerz, where she has now become Chairman of the Board. She succeeds former Yahoo Chief Marketing Officer Mollie Spillman.

Zynga's former Chief Marketing Officer **Jeff Karp** has left the company to start a new career with Game Show Network (GSN) as Executive Vice President, Mobile and Social Games.

Leisure and Hospitality

Church's Chicken has named **Robert Crews**, former Vice President of International Marketing at Wendy's, as Chief Marketing Officer. At Church's, Crews heads marketing, advertising, and new product development. The Chief Marketing Officer role had been vacant since Anthony Lavelly left the company in 2011, eventually becoming Chief Marketing Officer for Friendly's Ice Cream LLC.

Darden Restaurants' Chief Marketing Officer **J. J. Buettgen** left the company to pursue an opportunity at Ruby Tuesday as President and Chief Executive Officer. He succeeds Sandy Beall, who is retiring. Darden's chief marketing role, a position created only two years ago, is vacant as of yet. Will Setliff has been named Buettgen's successor. Setliff was most recently Darden's Executive Vice President of Marketing. (Setliff not RRA placement)

Garden Fresh Restaurant Corp., parent to the Souplantation and Sweet Tomatoes chains, has named **Tammy Bailey** to the newly created position of Chief Marketing Officer. Bailey was most recently Division Vice President of Regional Marketing for Jack in the Box.

***Kentucky Fried Chicken** appointed **David Ellis** as Vice President, National Marketing reporting into the company's Chief Marketing Officer, Jason Marker. David spent the last six years at Darden Restaurants where he was most recently Senior Director of Brand Management at for Red Lobster

LivingSocial named **Barry Judge** as Chief Marketing Officer. He was most recently Executive Vice President, Chief Marketing Officer at Best Buy. In his new role, Judge will lead all marketing for the local marketplace, including online and offline advertising, branding, social media, and communications.

***Pizza Hut, Inc.** has named **Charlotte (Carrie) Walsh** as Vice President, National Marketing reporting into the company's Chief Marketing Officer, Kurt Kane. Carrie spent the last ten years in marketing roles of increasing responsibility at PepsiCo. Most recently she was the Senior Director, Pepsi Beverages Portfolio Marketing & Strategy.

Pizza Inn named **Flynn Dekker** as Chief Marketing Officer. Dekker had been consulting for the company since early 2012 and was previously Chief Marketing Officer for Fogo de Chao.

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Sonesta International Hotels Corp. appointed **Scott Weiler** as Vice President, Marketing and Communications. In this role, he is responsible for brand development, marketing, and communications. Weiler, who has over 25 years of marketing experience in the retail and travel industries, was most recently Senior Vice President of Marketing at Vantage Deluxe Travel.

FINANCIAL SERVICES SECTOR

Aflac appointed **John Harmeling** as Senior Vice President of Worksite Marketing. In this role, Harmeling, who has almost 20 years of marketing experience, is responsible for creating and propelling growth strategies and leading sales and marketing programs across all sales channels. Before joining Aflac, Harmeling was a Strategy and Business Executive at Experian.

Allstate Corp. appointed **Sanjay Gupta** as Executive Vice President and Chief Marketing Officer. In this role, he is responsible for all marketing and consumer-focused endeavors. Gupta was previously Chief Marketing Officer at Ally Financial. At Allstate, he succeeds Mark LaNeve, who left the company in February.

American Home Shield named **Philipp Von Holtzendorff-fehling** as Vice President and Chief Marketing Officer. He was most recently Chief Marketing Officer at The Dallas Morning News Group and has significant marketing experience in various industries, including technology, banking, and tourism.

BNY Mellon named **Judy L. Hu** as Chief Marketing Officer. She was most recently Global Executive Director of Advertising and Branding at General Electric Company. In her new role, Hu will lead brand building efforts.

Camden National Bank has named **Jennifer Roper** as Vice President and Director of Marketing. In her new role, Roper is responsible for all aspects of marketing and communications. She was previously Director of Marketing and Communications for John Hancock Financial Network, where she led marketing, branding, sales, change, and organizational management.

Centene Corp. has named **Dave Minifie** Vice President and Chief Marketing Officer. In this newly created role, he heads marketing and branding efforts for the company. Minifie was previously Associate Marketing Director at Proctor & Gamble.

Charles Schwab has appointed **Jonathan Craig** as Executive Vice President and Chief Marketing Officer. He succeeds former Chief Marketing Officer Laurine Garrity and leads efforts at building the company's brand by enforcing communication and outreach to clients and prospects. Craig has held a variety of marketing roles within Charles Schwab since joining the company in 2000.

Citigroup's Global Consumer Chief Marketing and Internet Officer **Michelle Peluso** has left the company to become Chief Executive Officer of Gilt. She had been with Citi since 2010.

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***Crawford & Company**, an independent provider of claims management solutions, appointed **Emanuel V. Lauria** to the newly created position of Executive Vice President of Sales and Marketing. In this role, Lauria is in charge of propelling global sales and marketing initiatives, and he leads development of sales and marketing plans, marketing communications, and branding. Lauria was previously Chairman and General Manager at Wells Fargo Risk Management Solutions in Atlanta.

Fidelity National Information Services, Inc. has named **Ellyn Raftery** as Chief Marketing Officer. At FIS, Raftery is responsible for the Global Marketing and Corporate Communications programs. She was previously Senior Vice President of Marketing at CA Technologies.

FM Global has promoted **Roberta Butler**, former Vice President, Brand Management, to Senior Vice President, Marketing. She is in charge of, among other responsibilities, brand management, communications services, corporate programs and exhibits, and digital solutions.

LTC Global has appointed **Robert Paulus** as Chief Marketing Officer. Paulus joined the company in 2008 and, among other duties, has managed agency lead processing and distribution among other duties. In his new role, Paulus will oversee the marketing and agency sales functions of the company's global insurance distribution subsidiaries.

The Navigators Group named **LoriAnn V. Lowery-Biggers** as Chief Marketing Officer. In this role, she leads the group's global marketing strategy and brand management.

***NEW Customer Services Companies, LLC** has appointed **Christina DeRosa** as Senior Vice President, Product and Marketing. DeRosa has over 20 years of experience growing businesses and was most recently Executive Vice President of Corporate Strategy and Business for The Jones Group. At NEW, she is in charge of creating a broad product and marketing strategy that delineates the company's long-term growth and value proposition.

HEALTHCARE SECTOR

Align Technology, Inc. named **Timothy A. Mack** as Senior Vice President, Business Development and Marketing. Mack had served as Senior Vice President, Business Development at Align since 2011.

Audax Health named **Camille Watson** as Chief Marketing Officer. In her new role, Watson leads the company's national marketing and branding efforts. She has almost 20 years of experience in the marketing field and was most recently Vice President of Marketing and Communications at LivingSocial.

Cross Country Healthcare appointed **Jonathan W. Ward** to Division Chief Marketing Officer. He was previously President of Cross Country Staffing, Inc.

Gold's Gym appointed **Michael Cobb** as Chief Marketing Officer. In this role, he is responsible for brand marketing, corporate wellness, and business development. Cobb has over 10 years of experience in consumer brand marketing and was most recently President of Inspirus.

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Interleukin Genetics named **Scott Snyder** as Chief Marketing Officer. He was previously Vice President of Marketing and General Manager at Bausch & Lomb.

LifePoint Hospitals promoted **Kim Reynolds**, former Senior Director of Marketing, to Vice President of Marketing. Before joining LifePoint in 2010, Reynolds served as Vice President, Marketing at Ingram Book Group and Director of Marketing and Communications at Saint Thomas Health Services.

***Lucile Packard Children's Hospital** named **Jeannine D'Addario** Chief Marketing Officer. D'Addario was previously Vice President, Disney Moms and Babies, Disney Consumer Products at The Walt Disney Company. In her new role, D'Addario directs marketing and branding efforts.

Northstar Healthcare named **Adam Lefton** as Chief Marketing Officer. He succeeds interim Chief Marketing Officer Jin Pyun, who remains on the company's board of directors. Lefton was most recently a senior executive at Cancer Treatment Centers of America.

***Philips Healthcare** appointed **Sean Gallimore** as Vice President of Global Ultrasound Marketing. He was previously Global Vice President of Marketing at Smith and Nephew Endoscopy. In his new role, Gallimore is responsible for development, implementation, and direction of global marketing activities and programs specific to the Ultrasound organization.

Usana Health Sciences appointed **Douglas Braun** as Chief Marketing Officer. He was previously Vice President, Marketing at the company and is now responsible for Usana's marketing, associate recognition, creative services, and studio production departments.

WellPoint, Inc. named **Patrick Blair** as Senior Vice President and Chief Marketing Officer. Blair has over 15 years of experience in corporate strategy, sales, marketing, and product development and was previously Chief Marketing and Development Officer for Amerigroup Corporation (recently acquired by WellPoint). In his new role, Blair is responsible for leading all marketing initiatives and partnering with WellPoint's leadership team to drive company growth.

INDUSTRIAL AND NATURAL RESOURCES SECTOR

Advanced Micro Devices, Inc. (AMD) appointed **Colette LaForce** as Senior Vice President/Chief Marketing Officer. In this role, LaForce is responsible for global integrated marketing, including marketing strategy, branding, and internal and external communications. She was most recently Global Vice President and Chief Marketing Officer at Dell. Her predecessor at AMD, Nigel Dessau, left the company late in 2011.

Atwood Oceanics appointed **Geoffrey Wagner** as Vice President Business Development and Marketing. Following the retirement of current Senior Vice President, Marketing and Business Development Glen Kelley at the end of December, Wagner will assume global leadership of the company's marketing and business development endeavors. He joined Atwood in March 2010 after holding various positions at Transocean and ExxonMobil.

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BNSF Railway has named **Steve Bobb**, most recently Business Unit Operations and Support at BNSF, as Executive Vice President and Chief Marketing Officer. He succeeds John Lanigan, who has retired from the Chief Marketing Officer position.

CalAmp Corp. appointed **Justin Schmid** as Senior Vice President, Marketing and Business Development. In this role, Schmid is responsible for, among other duties, corporate marketing, branding, communications, and partner relations. Schmid has over twenty-five years of experience in high-tech industries and was most recently Vice President, Sales and Marketing at Xirgo Technologies, LLC.

C&J Energy Services, Inc. has named **John L. Dunn** as Senior Vice President, Sales and Marketing. Prior to C&J, Dunn served as Vice President, Sales and Marketing at Casedhole Solutions, Inc.

Carbo Ceramics announced the appointment of **Don P. Conkle** as Vice President of Marketing and Sales. He was most recently Production Group Marketing and Technology Director at Schlumberger.

Digital Optics Corp. named **James N. Chapman** as Senior Vice President of Sales and Marketing. Chapman, who has over 30 years of executive level sales and marketing experience, was most recently President and Chief Executive Officer of NuCORE Technology, Inc.

Exar Corp. appointed **Steve Bakos** as Senior Vice President, Sales and Marketing. He succeeds Chris Dingley, who was formerly Vice President of Worldwide Sales. Bakos was most recently Vice President of Worldwide Sales at Conexant Corp. and, in his new role, is responsible for driving networking, communications, and industrial and consumer markets.

FirstEnergy Corp. promoted **Trent Smith** to Vice President, Sales and Marketing for FirstEnergy Solutions. He was previously Regional President of The Cleveland Electric Illuminating Company.

Fisker Automotive appointed **Joel Ewanick** as Chief Commercial Officer. He was most recently Chief Marketing Officer at GM and succeeds Richard Beattie, who is retiring, on an interim basis.

General Motors appointed **Mark Barnes** as General Motors International Operations' Vice President of Sales, Marketing, and Aftersales. Barnes, previously Vice President of Customer Experience at Volkswagen of America, succeeds Susan Docherty. Docherty was appointed President and Managing Director of Chevrolet Europe.

***Ion Geophysical** named **Colin Hulme** as Senior Vice President, Strategic Marketing. He was most recently Technical Director at Schlumberger. In his new role, Hulme drives the company's global strategic direction and leads marketing and communication functions.

Kaiser Aluminum Corp. has promoted **Keith Harvey**, former Vice President Sales and Marketing, Aerospace and General Engineering Products, to Senior Vice President Sales and Marketing.

Trends and Moves: Marketing Officers

Kansas City Southern (KCS) has named **Carlos Velez** Vice President, Business Solutions and Marketing. In this role, Velez's responsibilities include business development, customer solutions, and market research. Prior to KCS, Velez served as Vice President and Managing Director of American President Lines (APL) Latin America. KCS has also appointed Stephen M. Schollaert as Vice President Sales and Marketing. He was previously Senior Executive Vice President Transpacific and Latin American trades at APL. In his new role, Schollaert is responsible for the carload business.

Kemet, Inc., an electrical equipment manufacturer, promoted **Johnny Boan** to Vice President of Marketing. He was previously Senior Director of Business Development.

Microsemi Corp. has appointed **Amr El-Ashmawi** as Worldwide Vice President of Strategic Marketing. El-Ashmawi was previously at Altera in senior leadership roles. In this new position, he heads creation and implementation of defense, security, and industrial vertical market strategies.

Qualcomm named **Anand Chandrasekher** as the company's first Chief Marketing Officer. In this role, Chandrasekher is responsible for global marketing and external communications. He was most recently Senior Vice President, General Manager for the Ultra Mobility Group at Intel Corp.

RF Micro Devices (RFMD) named **Alan Hallberg** as Corporate Vice President and Chief Marketing Officer. In this role, he is responsible for the company's global marketing activities. Prior to RFMD, Hallberg served as Vice President, Global Brand Communications at Lenovo.

Titan International, Inc. named **Richard Rose** as Vice President of Sales and Marketing. He was most recently Vice President of Marketing at Knapheide Manufacturing Co. and succeeds Jeff Vasichek, who left Titan in May 2011.

Union Pacific appointed **Eric L. Butler** as Executive Vice President, Marketing and Sales. He has over twenty five years of experience with the railroad and was previously Vice President and General Manager, Industrial Products. Butler succeeds Jack Koraleski, who was appointed acting president and CEO.

NONPROFIT SECTOR

The Chicago Zoological Society named **Joseph Couceiro** as Vice President of Marketing. He was previously Chief Marketing Officer for Busch Entertainment. In his new role, Couceiro is in part responsible for providing strategic marketing direction and branding.

***The Trust for Public Land** named **Sean Connolly** as Chief Marketing Officer. He has nearly twenty years of experience building and enhancing consumer awareness and was previously Senior Director of Marketing for Computing at Best Buy. In his new role, Connolly reports directly to the Chief Executive Officer and is responsible for marketing communications and field marketing at the national, state, and local levels of the organization.

Trends and Moves: Marketing Officers

PROFESSIONAL SERVICES SECTOR

Ad.com has named **Allie Savarino** Kline as Chief Marketing Officer. She will primarily lead creating demand for the unit's ad services among publishers, advertisers, and agencies. Kline was previously Chief Marketing Officer at 33Across.

***Akamai Technologies** named **James Ebzery** as Senior Vice President, Americas. He was previously Senior Vice President, General Manager—Security, Management, and Operating Platforms at Novell. In his new role, Ebzery is responsible for, among other duties, development and implementation of strategic sales plans, designing and refining sales processes, and providing functional leadership for the company.

Avanade appointed **Stella Goulet** as Chief Marketing Officer. In this role, she leads the company's corporate brand and service offerings. Goulet was most recently Corporate Vice President at Capgemini where she led global marketing.

Bazaarvoice named **Lisa Pearson** as Executive Vice President of Marketing. In this role, Pearson will lead global marketing strategy and execution. She was most recently Vice President of Global Marketing for the company.

***Cbeyond Communications** appointed **Paul Carmody** as Chief Marketing Officer. Carmody has 20 years of experience in IT marketing, product development, and consumer associations. Most recently, he was Senior Vice President of Product Management and Business Development at Internap. In his new role, Carmody is responsible for driving revenue of all channels and leads marketing, branding, and business services.

Command Security Corp. has named **Todd Pratt** as Vice President of Sales and Marketing. He was previously Federal Business Director at Thermo Fisher Scientific.

DDR Corp., a public company that owns and manages retail shopping centers, has appointed **Martin McGreevy** as Senior Vice President and Chief Marketing Officer. Prior to his arrival at DDR, McGreevy served as president of marketing and consulting firm Cyclonix, Inc.

Education Management Corp. has named **Jack Bowen** Senior Vice President and Chief Marketing Officer. He previously served as a Managing Partner in the Strategy and Road-Map practice of Acxiom Corporation.

Equinix, Inc., a data center operator, has named **Sara Baack** as Chief Marketing Officer. Prior to Equinix, Baack served as Senior Vice President of Voice Services at Level 3 Communications. In her new role, Baack leads global brand, product and service portfolio, industry analysis, communications, and vertical market development.

Equity LifeStyle Properties, Inc. appointed **Seth Rosenberg** as Senior Vice President of Marketing. He previously served as President at ReserveAmerica Holdings, Inc.

Havas Worldwide (formerly Euro RSCG) appointed **Matt Weiss** as Global Chief Marketing Officer. Weiss, a veteran in global marketing, spent eight years at McCann Worldgroup as Chief Growth Officer and was most recently Chief of Staff at Kirshenbaum Bond Senecal and Partners.

Trends and Moves: Marketing Officers

Jumpstart Automotive Group named **Laura Schooling** as Chief Marketing Officer. In this role, she oversees marketing, creative, product, and insights. She was most recently Executive Director, Marketing Services at Hearst Digital Media.

Keynote Systems appointed **Nick Halsey** as Chief Marketing Officer. Halsey has held positions at SugarCRM and Brio Software and succeeds former Vice President of Marketing Ren Bloom.

Retail Solutions, Inc. has hired **Marie Amoruso Jackson** as Chief Marketing Officer. She was most recently Senior Vice President at LiveOps.

ServiceSource International, Inc. named **Christine A. Heckart** as Chief Marketing Officer. She has more than 20 years of experience as a marketing professional and was previously Chief Marketing Officer at NetApp. In her new position, Heckart leads global corporate marketing at ServiceSource. She succeeds Natalie McCullough, who has been promoted to Chief Strategy Officer at the company.

Universal Technical Institute, Inc. appointed **Thomas E. Riggs**, previously Senior Vice President of Operations, as the company's Senior Vice President of Marketing in August. He succeeded Richard P. Crain, former Senior Vice President of Marketing and Strategy, and remained in this post until October.

TECHNOLOGY SECTOR

Accelrys, a scientific innovation lifecycle management software provider, named **Leif Pedersen** as Senior Vice President of Marketing, Product Management, and Corporate Development. Pedersen was previously Vice President of Siemens, where he held global responsibility for multiple company markets. At Accelrys, he contributes to the company's expansion into target verticals and downstream manufacturing.

Apigee named **Dave Jordan** as Chief Marketing Officer. He was most recently Vice President of Worldwide Marketing at Rovi and has over 20 years of experience with tech companies in Silicon Valley.

Avaya, Inc., a global business collaboration and communications provider, has appointed **Mark Wilson** as Chief Marketing Officer. He was previously Senior Vice President of Corporate and Field Marketing at Sybase and has nearly 20 years of experience in marketing at AT&T, KPMG, and Sybase. In his new position, Wilson heads marketing's transition to a customer-solutions focus.

AVG Technologies has appointed **Judith Bitterli** as Senior Vice President of Marketing. In this role, she is responsible for the company's global marketing and communications. Bitterli has over twenty five years of experience in sales, marketing, and business operations, and was most recently Chief Marketing Officer at RealNetworks.

Cincinnati Bell has hired **Scott Brueggeman** as Chief Marketing Officer of CyrusOne, a global collocation solutions provider. Brueggeman was most recently Vice President of Marketing, Corporate Communications, and Inside Sales at CoreLink Data Centers.

Trends and Moves: Marketing Officers

***Cisco Systems** appointed **Ram Appalaraju** as Vice President, Product Marketing and Business Development. Appalaraju was previously Vice President, Marketing at Enterasys Networking. In this new role, Appalaraju is responsible for all product marketing, management, and strategy, solution engineering, and business development.

Citrix Systems appointed **Steve Daheb** as Chief Marketing Officer. He was previously Chief Marketing Officer and Senior Vice President of Business Development at Blue Coat Systems.

Fairpoint Communications, Inc. appointed **Barbara Dondiego** as Senior Vice President and Chief Marketing Officer. She was previously Senior Vice president and Chief Marketing Officer at EarthLink and in her new position leads all marketing functions, including product management, marketing communications, and branding.

***Harmonic, Inc.**, a leader in digital video infrastructure solutions, named **Peter Alexander** Chief Marketing Officer and Senior Vice President. He was previously Executive Vice President and Chief Marketing Officer of Roamware, Inc. In his new role, Alexander is responsible for product marketing, solution marketing, and corporate-level marketing strategy. He also oversees marketing communications and brand strategy, messaging, and positioning.

Informatica Corp. has appointed **Margaret Brea** as Chief Marketing Officer and executive Vice President. In this role, she is responsible for worldwide marketing. Brea was most recently Senior Vice President of Marketing Services at HP.

***Jumio, Inc.**, an online and mobile payments and ID verification company, named **Marc Barach** Chief Marketing Officer. He previously served as President, Chief Executive Officer, and Chief Marketing Officer at Emotive, Inc. Barach has over 20 years of marketing, leadership, and operational experience in the tech and financial sector. In this new role, he reports to Jumio CEO Daniel Mattes and is responsible for all marketing programs, including brand, advertising, product marketing, and communications.

Motorola Mobility's former Chief Marketing Officer, **Bill Ogle**, has been named Chairman and Chief Executive Officer at Blue Calypso. He has been succeeded by Gary Briggs, former Google Vice President of Consumer Marketing.

***Plantronics, Inc.** named **Tanguy Leborgne** as Vice President, Consumer Solutions. Leborgne was previously Vice President, Products, Creative Enthusiasts at Avid Technology. In this new role, Leborgne is in part responsible for creating and implementing go-to-market plans covering all industries, applications, products, and services. Furthermore, Leborgne leads the company's efforts to build strong brand awareness and drive revenues.

Research in Motion has appointed **Frank Boulben**, former Executive Vice President Strategy, Marketing, and Sales at LightSquared, as Chief Marketing Officer. RIM has not had a full-time Chief Marketing Officer since Keith Pardy left in March of 2011.

Sandisk has appointed **Drew Henry** Senior Vice President, OEM Marketing. In this role, he leads development and execution of marketing strategies. Henry was most recently General Manager at NVIDIA.

Trends and Moves: Marketing Officers

SeaChange International appointed **Alan Hoff** as Vice President Strategic Marketing. Hoff has previously served SeaChange, which specializes in multi-screen video software and services innovation, as Vice President, Worldwide Product Marketing, but was most recently Director of Media Enterprise at Avid Technology. Hoff, along with SeaChange's new Chief Architect Sam Ganesan, is responsible for propelling the company's transformation strategy and solutions.

Septon, Inc. named **Amy Lipton** as Senior Vice President of Marketing. In this role, she is responsible for the development and execution of Septon's marketing and communications strategies. Lipton was most recently Vice President of Marketing at WMS Industries and has over 25 years of global marketing experience.

T-Mobile has named **Michael Sievert** as Chief Marketing Officer. He has over 20 years of marketing experience, including positions at AT&T Wireless, Microsoft, and Procter and Gamble. Sievert was most recently Chief Executive Officer of Discovery Bay Games.

***Tyco Electronics Corp.** appointed **Michael K. Hart** as Vice President of Sales and Marketing. He was previously Vice President of Seating Systems Sales and Marketing at Commercial Vehicle Group, Inc. In his new role, Hart leads the sales strategy for Tyco's automotive products and manages all commercial aspects of the business in its Michigan headquarters.

Vonage Holdings Corp. has named **Barbara Goodstein** as Chief Marketing Officer, responsible for developing the strategy and implementation of Vonage's sales and marketing initiatives. Goodstein was previously Executive Vice President and Chief Innovation Officer at AXA Financial, Inc.

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