

Marketing Moves

Q1 2011



As we move to the second quarter of 2011, we are seeing a “next generation” marketer emerge. Interestingly, this has nothing to do with age, experience or demographics and has everything to do with diversity of marketing experience. The old CPG “academy” model is evolving to a “hybrid marketer” model. This is a marketer who likely started his or her career in traditional brand management, then gained significant quantitative marketing skills by way of online, direct-to-consumer, or media experience; more likely a combination of all three in addition to the core CPG foundation.

This marketing evolution is seen in companies who are looking to expand beyond traditional marketing to span areas including digital, mobile and social marketing. Recruiting from the outside is necessary for many of these companies as they don’t currently have the executives in place who have the vision and experience. We see that these companies are looking for those who likely started their career in CPG, who then moved to a marketing, media or digital agency.

Additionally, we have noticed an increase in companies promoting executives into a newly created Chief Marketing Officer role, while bringing in specialized marketers reporting up to the CMO role. This helps create a diverse marketing mix for companies that embodies classic marketing with hybrid marketing; keeping up with marketing trends as technology continues to evolve.

Consumer Sector

Consumer Products and Marketing Services

ACCO Brands Corporation promoted **Thomas W. Tedford** to Executive Vice President and President, ACCO Brands Americas. He has responsibility for the company’s sales, marketing and operations in the U.S., Canada and Latin America. He succeeds **Boris Elisman**, who was named President and Chief Operating Officer of ACCO Brands Corporation. Tedford recently served as Senior Vice President, Global Marketing. In addition, the company has consolidated product marketing, design and development, and sourcing responsibilities under one executive, **Thomas H. Shortt**, Executive Vice President and President of Product Strategy and Development. Shortt recently served as Executive Vice President, Chief Strategy and Supply Chain Officer.

Frank Abenate, Global Vice President of Brands and Insights for **Anheuser-Busch InBev**, will temporarily lead the marketing efforts in the U.S. following **Keith Levy’s** departure. Levy was most recently Vice President of Marketing.

Apple’s Global Vice President, Marketing Communications, **Allison Johnson**, has left the company after six years in the role to start her own marketing and communications company. She handled global marketing for the company’s iPhone, iPad and iPod products.

Campbell Soup announced a new management team in North America for its healthy beverages and soup and simple meals businesses. **Ed Carolan** was named Vice President and General Manager, Soup and Simple Meals with responsibility for U.S. soup and sauces and Campbell’s specialty brands businesses. **Darren Serrao** was named to the newly created role of Vice President and General Manager, Beverages and Breakthrough Innovation. Serrao continues to lead the healthy beverages business in the U.S. with the added responsibility of accelerating innovation across the company’s U.S. retail businesses in simple meals, including soup and sauces, and healthy beverages. **Chris Slager** was named Vice President and General Manager, NA Foodservice with responsibility for soups, sauces, beverages and Pepperidge Farm away-from-home products in the U.S. and Canada. **Maureen Linder** is now Senior Vice President, Fresh and Frozen Bakery, Pepperidge Farm, and **Andrew Brennan** is now Vice President, Global Strategy, Advertising and Design.

Mary Bentley was named Vice President Marketing and Business Development for [Caravan Ingredients](#). She most recently served as an independent consultant and throughout her career has held various executive-level positions with Sara Lee Corporation, Pillsbury/General Mills and the Women's Foodservice Forum.

[Crocs Inc.](#) named **Andrew Davison** Chief Marketing Officer, responsible for leading all aspects of Crocs' marketing including advertising, consumer promotions and online communications campaigns. Davison came from Crispin Porter & Bogusky as Chief Marketing Officer for the agency's joint venture startup, B-cycle, the nation's first city-wide bike-sharing program.

[Diageo](#) appointed **Oliver Loomes** to lead development of the Guinness brand globally. He succeeds **Brian Duffy** as Global Brand Director for Guinness, following Duffy's recent promotion to Category Director for Diageo's entire beer portfolio. Loomes previously held the Marketing and Innovation Director role at Diageo.

[Electrolux](#) promoted **Mary Kay Kopf** from Vice President, Brand Marketing, Major Appliances NA to Senior Vice President and Chief Marketing Officer. She oversees brand management, marketing and design.

Chris Perry has been named Vice President, U.S. Marketing at [General Motors](#), overseeing the automakers four U.S. brands. He recently served as Head of Marketing for Chevrolet at GM. **Joel Ewanick**, GM's newly appointed Head of Global Marketing, also made the following appointments: **Rich Scheidt** is named Vice President, Chevrolet Marketing; **Tony Disalle**, Head of U.S. Marketing for Buick; and **John Scwegman**, Head of GMC marketing.

[Hall of Fame Beverages Inc.](#) appointed **Thomas W. Love III** as the new President and Director of Brand Management and Marketing for the company. Thomas has spent 15 years in the U.S. beverage and consumer goods industry developing brands as a national product manager for groups such as Stacy's Pita Chips, Werther's Storck USA., Snapple, Vitamin Water and Crossmark.

Lesya Lysyj, a 20-year veteran with extensive consumer packaged goods experience, was named Chief Marketing Officer of [Heineken USA](#). She succeeds Christian McMahan, who resigned at the end of 2010. Lysyj most recently served as Kraft's Vice President, Marketing of Confectionery in the U.S.

Hyundai named **Steve Shannon** Vice President, Marketing for [Hyundai Motor America](#) to lead their marketing department that has overseen memorable marketing campaigns. Shannon spent more than 25 years at General Motors, and most recently served as Executive Director of Marketing for Cadillac.

Dustin Cohn joined [Jockey International](#) as Senior Vice President and Chief Marketing Officer. Prior to joining, Cohn served as Chief Marketing Officer for Optimer Brands, a Chicago apparel and textile-solutions company.

[Kraft Foods Inc.](#) appointed **Sam Rovit** as Executive Vice President, Strategy and is responsible for collaborating closely with the business and functions to implement the company's strategic priorities for growth and cost leadership as well as accelerate the performance of current portfolio and channels. He succeeds **Michael Osanloo**, who is now President of Kraft Foods' grocery business in North America. Rovit joins from Bain & Company with more than 20 years of global growth and cost leadership strategy experience across a variety of industries.

The [Levi's](#) brand appointed **Rebecca Van Dyck** as Chief Marketing Officer, responsible for the development and implementation of fully integrated marketing strategies across all Levi's brand's product categories and consumer communication channels. She joins from Apple Inc. where she led the worldwide marketing and communications strategies for iPhone, iPad, iPod and iTunes.

Jill Pratt was appointed Vice President, Marketing for the U.S. Consumer Products Division of [McCormick & Company Inc.](#) She oversees marketing related activities for all products including strategic planning, advertising and brand management. Pratt joined McCormick in 2008 and most recently served as Business Director.

Microsoft Corporation promoted **Chris Capossella** to serve as its Chief Marketing Officer and Head of Consumer Channels group. Capossella is a 20-year veteran of Microsoft and most recently served as Senior Vice President of the Office business, responsible for marketing and software suite. In his new role, he takes over the Chief Marketing Officer duties from Mich Matthews, who is retiring this summer.

Mike's Hard Lemonade, a division of Marc Anthony Brands, appointed **Andy Horrow** as their Chief Marketing Officer. Horrow spent the past 14 years with PepsiCo/Tropicana in a variety of marketing roles, serving most recently as Chief Marketing Officer, Tropicana U.S.

Scott Moffitt was appointed Executive Vice President, Sales and Marketing at **Nintendo of America** responsible for the Americas' \$6 billion business. He most recently served as Senior Vice President and General Manager at Dial Corporation.

David Karpick has been named Vice President, Marketing at **Pure Health Solutions, Inc.**, which sells purified water dispensers for the workplace. He most recently served as Vice President, Marketing at Lenny's Real Beef Company LLC.

Sharp Electronics named **Mark Viken** Vice President, Marketing for Sharp Electronics Marketing Company of America. Viken is a 20-year veteran of Sony and also spent time at MarketSource (Allegis).

SmartBalance Inc. has consolidated its Smart Balance brand sales and marketing teams to optimize organizational effectiveness and to implement new marketing initiatives to drive sales growth. **Terry Schulke** was named Executive Vice President and General Manager of Commercial Operations. He oversees the commercial team combining sales and marketing for Smart Balance brand products. He joined the company in 2007 as Executive Vice President and Chief Customer Officer. Under Schulke's leadership are **Ken Messick**, who was promoted to Senior Vice President, Sales and Business Development, and **John Becker**, who joined the company as Vice President and General Manager, Smart Balance Marketing.

Unilever named **Marc Mathieu** as its No. 2 global marketing executive reporting to Global Marketing and Communications Officer Keith Weed. Mathieu is charged with helping Unilever double sales while reducing overall environment impact by overseeing the company's global corporate branding effort; marketing training, including the Unilever Marketing academy; marketing services; agency relations; and return on marketing investment. VPs in these areas all report to Mathieu. For the past three years, Mathieu has led Atlanta-based BeDo, a strategic marketing consultancy.

VitaminSpice appointed **Robert Wilke** as Chief Marketing Officer to lead the company to the next level and beyond. Wilke has led in the creation of effective marketing programs for blue chip companies including J.P. Morgan/Chase, Citibank, National Car Rental, the Bermuda Department of Tourism, Verizon and Guinness. He previously owned Wilke Communications, a marketing agency serving a diverse portfolio of national and international clients.

Volkswagen of America appointed **Timothy Mahoney** as Chief Product and Marketing Officer for the Volkswagen brand. He is responsible for aligning the strategic direction of the brand's product planning and promotional efforts in the U.S. Mahoney joins from Subaru of America, where he was the Senior Vice President and Chief Marketing Officer for the past five years.

Retail

Chico's appointed **Celia Rao Visconti**, Senior Vice President of Marketing, to oversee the brand's marketing strategy and initiatives. She joins from New York & Company Inc. where she served as Executive Vice President and Chief Marketing Officer.

CVS Caremark named **Helena B. Foulkes** to the newly created position of Executive Vice President and Chief Health Strategy and Marketing Officer to bring together the company's capabilities in enterprise branding, communications, community relations, charitable giving, health care reform strategy, government relations and marketing into one integrated organization. She most recently served as Chief Marketing Officer for the company.

Seth Farbman was named Chief Marketing Officer of **The Gap**. This change is part of sweeping changes that the company hopes will kick start a new marketing direction. Farbman comes from Ogilvy & Mather, where he was Managing Director.

Frank Bifulco has been succeeded by **Trish Mueller** as **Home Depot's** Vice President and Chief Marketing Officer. Mueller joined Home Depot in 2009 as Vice President, Advertising.

Luxottica Retail named **Erwin Hinteregger** Vice President, Marketing, **Sunglass Hut**. He most recently served as Director of Emerging Business at Wm. Wrigley Jr. Company.

New York & Company appointed **Eran Cohen** as its new Executive Vice President, Chief Marketing Officer, responsible for all marketing and visual aspects of the company's brand strategy and marketing campaign including their e-commerce business. Cohen joined from Payless Shoe Source, where he was Chief Marketing Officer.

Payless Shoe Source appointed **Vincent DeSantis** as Senior Vice President and Chief Marketing Officer. Previously, Vincent was Division Senior Vice President and Vice President Marketing for Payless and served as interim Chief Marketing Officer since October 2010.

Safeway Inc. promoted **Mir Aamir** to President, Customer Loyalty and Digital Technologies, reporting to Diane Dietz, Executive Vice President, Chief Marketing Officer. In this new role, Aamir leads Safeway's loyalty programs and oversees digital and mobile efforts related to loyalty. He also has continued responsibility for Marketing Strategies, Shopper Analytics and Insights, Club Card Strategies and Pricing. He joined Safeway in 2005 and most recently served as Senior Vice President, Marketing Strategy and Financial Planning and Analysis.

Under Armour appointed **Mark Dowley** to Executive Vice President, Global Brand and President of International. Dowley has more than 20 years of global marketing experience, most recently serving as Chief Executive Officer of William Morris Endeavor Marketing. Additionally, **Kip Fulks** has expanded his role and is serving as the Executive Vice President of Product, where he oversees all of the company's products. Dowley and Fulk report to Kevin Plank, Founder and CEO.

Walgreens announced the appointment of **Graham Atkinson** as Senior Vice President and Chief Customer Officer, responsible for developing and leading the company's loyalty strategies with a specific emphasis on the customer experience. Most recently, Atkinson was at Mileage Plus for United Airlines.

Media, Entertainment and Convergence

Former Disney marketing chief **Oren Aviv** joined **20th Century Fox** as its Chief Marketing Officer and Co-President for Theatrical Marketing as the studio searches for new traction at the box office. He succeeds Pam Levine who stepped down in 2010.

Chris Gannett has joined **CKX** as Chief Marketing Officer and is responsible for stewarding the company's corporate marketing efforts as well as driving strategy within its portfolio businesses during a time of transition and change in the media and entertainment industries. Gannett's track record includes consumer packaged goods, digital media, entertainment and financial services as well as agency experience. Most recently he served as Vice President of Sony Music Entertainment's Commercial Music Group, where he led its Strategic Marketing and Business Development unit.

CNN Worldwide appointed **Janet Rolle** as its new Executive Vice President and Chief Marketing Officer. Rolle was previously Executive Vice President and Chief Marketing Officer of BET since 2007.

Cox Communications appointed **Mark Greatrex** as Senior Vice President and Chief Marketing Officer, responsible for overseeing all marketing activities including customer value management, branding and advertising, research, pricing and bundling, product and competitive marketing, business-to-business marketing, acquisition and retention marketing, and marketing communications. Greatrex is also charged with ensuring strategy alignment with the strategy, product and technology leaders. He most recently served as Senior Vice President, Global Still Beverages at The Coca-Cola Company.

Maryam Banikarim was appointed Senior Vice President and Chief Marketing Officer of **Gannett Company**, a newly created position. She joins Gannett from NBC Universal, where she was Senior Vice President, Integrated Sales Marketing and the company's cross-platform initiatives, including Women at NBCU, Green Universal and Healthy at NBCU.

Kaboodle Inc., a Hearst Corp.-owned and operated social commerce website, named **Steven Chien** Chief Marketing Officer. Chien succeeds **Shari Gunn** who left the company in January to become Vice President of eCommerce at Wet Seal. Chien oversees the unit's audience development, commerce, advertising and marketing operations. He previously served as Vice President, Business Development at Nextag.

Steven Gross was named Chief Marketing Officer, School Group at **Pearson**. He most recently served as Interim Chief Executive Officer of Fanlands.

ShareThis, the world's largest market for sharing and influence on the Web, announced the expansion of its executive team with the appointment of Chief Marketing Officer **Kristen Ferguson**. She brings more than 15 years of marketing experience from leading interactive and entertainment brands including Yahoo!, Maven Networks Inc. and Major League Baseball Advanced Media.

Shutterfly Inc. appointed **Sean Foley** as Vice President, Marketing Strategy, and **Brian Osborn** as Vice President, Brand Marketing. Foley is responsible for marketing strategy and market research to leverage consumer insights and develop strategies to pursue additional growth opportunities for Shutterfly. Foley was most recently Vice President, Branding, Consumer Insights and Strategy for Art.com. Osborn is responsible for brand strategy, consumer marketing programs, and corporate communication to develop initiatives to maximize the company's growth and extend the brand's leadership position. Osborn recently served as Vice President, Marketing at EZShield.

Larry Lieberman joined **SocialVibe Inc.** as Chief Marketing Officer to lead the company's global marketing efforts by initiating large-scale engagement advertising campaigns for the world's biggest brands across SocialVibe's platform. Lieberman brings more than 25 years of experience connecting brands with emerging technologies including his role as Chief Marketing Officer at Aniboom and Virgin Comics/Virgin Animation.

TripAdvisor.com hired **Barbara Messing** as Chief Marketing Officer, a newly created role. She is leading the company's global marketing, including its CRM, SEM, traffic acquisition, mobile partnerships, brand development and experience, and public relations. She most recently served as Vice President and General Manager of Hotwire's Travel Ticker site.

Leisure and Hospitality

Burger King has changed its North American marketing operations, and Global Chief Marketing Officer **Natalia Franco** has left the company less than a year after she was hired. The company has aligned the company's global brand marketing and global operations teams to create a single global marketing and operations function. As part of Burger King's realignment, **Jonathan Fitzpatrick**, formerly Executive Vice President, Global Operations, was named Executive Vice President, Chief Brand and Operations Officer, a newly created role. **Steve Wiborg**, Executive Vice President and President, North America, has taken on an expanded role that includes responsibility for all North American marketing efforts. Additionally, Burger King appointed **John Schaufelberger** to President of Marketing, EMEA. He is tasked with strengthening the position of the brand in the region and integrating the global brand promise to all marketing activity. Schaufelberger joined Burger King in 2004 and most recently served as Senior Vice President, Global Product Marketing and Innovation.

Gaming Partners International Corporation named **Kirsten Clark** Vice President of Global Marketing and Product Management. She reports to Chief Executive Officer, Greg Gronau and serves on the company's executive management team. Clark joins from Shuffle Master Inc., where she served as Vice President, Worldwide Marketing.

Hard Rock International announced that **Brian Klein** was named Head of Marketing for Hard Rock Hotels & Casinos. In this role, he oversees the Hard Rock Hotels & Casinos brand and individual properties. Klein most recently served as Regional Director of Marketing for Hyatt Hotels Corporation.

Major League Soccer named **J. Russell Findlay** as its first Chief Marketing Officer of both the MLS and Soccer United Marketing, the umbrella group that holds promotional and marketing rights to the league. **Kathy Carter**, who previously handled marketing under her role as Vice President of SUM, was promoted to President of Soccer United Marketing. Findlay is a marketing veteran, including positions with PepsiCo and Unilever.

McDonald's Corp named **Kevin Newell** Executive Vice President, Global Chief Brand Officer, succeeding **Steve Easterbrook**, who was promoted to President of McDonald's Europe. Newell's post encompasses marketing, menu innovation, consumer insights and other global brand assets at McDonald's, as well as social corporate responsibility and restaurant design. In addition, McDonald's USA promoted **Edgardo A. Navarro Linares** to Vice President, Multicultural Marketing to oversee all ethnic consumer marketing efforts in the U.S. Navarro is an 18-year veteran of McDonald's and most recently served as Vice President and General Manager of the chain's Indianapolis region.

Financial Services Sector

Mark Lollback has resigned as **ANZ's** Group General Manager Marketing after 12 months in the role. There was no reason given for his departure and for now, ANZ is not hiring a replacement.

Laurine Garrity was named Chief Marketing Officer of **The Charles Schwab Corp.**, responsible for the company's overall advertising strategy, brand management, public relations and management of the company's internal advertising agency. She succeeds Becky Saeger, who left Schwab in December. Garrity previously served as Chief Marketing Officer at TD Ameritrade Inc.

Wells Fargo Advisors, the brokerage division of Wells Fargo & Company, announced that **Chris Maloney** has been named Senior Vice President and Head of Marketing. He joins from Experian, where he was Chief Marketing Officer and Senior Vice President of its U.S. Consumer division.

Healthcare Sector

Accuray Inc., a leader in the field of radiosurgery, announced that **Eric Pauwels** joined the company as Senior Vice President and Chief Marketing Officer. He oversees the company's global marketing communications, product marketing and patient access functions. Pauwels is a global industry leader with more than 25 years of general management experience in top-tier U.S. and European bi-pharmaceutical companies and most recently served as Senior Vice President, Worldwide Sales and Marketing at Shire Pharmaceuticals.

Amerigroup Corporation named **Patrick Blair** as Chief Marketing Officer, charged with business and product development, marketing operations and communications, multimedia and e-business. Blair formerly led the Amerigroup Specialty Products Group as Chief Executive Officer, responsible for the management and growth of the Company's Medicare, long-term care and other products serving seniors and people with disabilities.

Industrial and Natural Resources Sector

Illinois Tool Works (ITW) hired **James Stone** as Vice President, Marketing for their Car Care portfolio, Sopus. He has managed this same Car Care business for the past five years at Pennzoil-Quaker State/Shell, which was sold to ITW in this year.

Vicor Corporation appointed **Philip Davies** as President, Global Sales and Marketing. In this new role, Davies is responsible for developing and coordinating the sales and marketing strategies of Vicor's business units across market segments and geographies. He joins from OSRAM Sylvania where he led the new Solid State Light Engine business unit.

Not-For-Profit Sector

Lisa Kowitt was named Chief Marketing Officer of **American Automobile Association (AAA)** Carolinas. Most recently, Kowitt was an independent marketing consultant and throughout her career has held senior media and marketing roles at Wachovia Corporation/Wells Fargo and Eastman Kodak Company.

Lawrence P. Flanagan was named Executive Dean of the College of **Business and Professional Studies**. He most recently served as Executive Vice President and Chief Marketing Officer at Mastercard Worldwide.

Illinois Institute of Technology (ITT) appointed **Jeanne Hartig** as Vice President, Marketing and Communications to oversee the university's marketing initiatives as well as internal and external communications including web development, media relations, editorial and design. Hartig most recently served as Vice President, Marketing and Communications at National-Louis University (NLU).

Leslie M. Aun was named Vice President, Marketing and Communications for **Susan G. Komen for the Cure** to oversee strategic communications and integrated marketing initiatives. Her duties will include directing communications for Komen-sponsored events. Aun most recently served as Vice President, Public Relations for the World Wildlife Fund.

Professional Services Sector

Acosta Sales & Marketing appointed three marketing industry leaders: **Soche Picard** as Senior Vice President of Shopper Marketing and Client Services, **Lauren de Simone** as Senior Vice President, Consumer Lab and Business Growth, and **Mark Scott** as Executive Vice President of Marketing Operations. Picard is tasked at developing innovative marketing strategies to reach shoppers and identify strategic marketing opportunities with clients. Picard most recently served as Managing Director and Head of Shopper Marketing at Colangelo. De Simone leads Acosta's consumer lab to develop consumer-in shopper mode marketing concepts, brand solutions and strategic products for new business development growth. She previously was Managing Partner at The Rockford Group. Scott's primary function is to bring all marketing functions into one intergraded, world-class marketing service offering. He joins from Kimberly-Clark, where he served as Vice President, Shopper Marketing and Business Development.

Greg Johnson, formerly of Nike, Johnson & Johnson, Saatchi & Saatchi and J. Walter Thompson, joined Charlotte agency **BooneOakley** as Chief Marketing Officer and Senior Vice President. Johnson's primary responsibilities include strategic leadership and business development across marketing and media platforms, with an emphasis on digital media.

Noah Mallin joined **Digitas New York** as Vice President/Group Director of Social Marketing. Mallin came from Reprise Media, where he was Director of Social Media. Digitas Detroit also hired **Ken Burbary** as Vice President/Group Director of Social Strategy and Analysis. Burbary was formerly with Ernst & Young as Director of Digital Strategy and Social Media. Most recently, the company also appointed **Dennis Reilly** as Director of Digitas Business, a new practice focused on business-to-business marketing and communications.

Debra Coughlin was named Executive Vice President and Global Chief Marketing Officer of **Draftfcb**, charged with aligning offerings in the network's top markets worldwide to ensure seamless integration. She joined from Citigroup, where she served as Executive Vice President & Chief Marketing Officer for Citicards and Executive Branding and Advertising for Citi NA's consumer brand.

GSI Commerce appointed executives to lead two marketing units for the e-commerce services firm. **John Healy** became Chief Executive Officer of MBS Insight, which focuses on customer database marketing. **Joe Gagnon** is the new President of e-Dialog, an e-mail marketing provider. Both companies are part of GSI's Global Marketing Services division. Healy joins from Dydacomp where he served as Chief Executive Officer, and Gagnon was e-Dialog's Chief Client Officer and Executive Vice President of Product Marketing.

Iron Horse Interactive, a leading multi-channel marketing company, appointed **David Miller** to Vice President, Sales and Marketing to oversee sales and marketing strategies to drive continued business growth and client expansion into new vertical markets. Miller most recently served as Vice President, Marketing and Sales and General Manager at Polaroid Imaging Products, Summit Technology Group Licensee.

Leo Burnett USA named **Sandy Kolkey** Executive Vice President, Brand Account Leader. He most recently served as President of Draftfcb New York. Sandy began his career at Leo Burnett, where he spent 14 years working in Chicago, Hong Kong and Australia on Kellogg and McDonald's accounts.

MoneyGram International appointed **Juan Agualimpia** as Senior Vice President and Chief Marketing Officer to oversee global branding and marketing strategy. He joins MoneyGram after five years with Newell Rubbermaid, where he most recently served as Vice President and General Manager for the Art and Coloring Global Business Unit.

Simulmedia Inc. formed a strategic alliance with MAGNAGLOBAL. As part of this partnership, **Brian Wieser**, who has been with the company since 2003, will join Simulmedia as Chief Marketing Officer.

Streamline Health Solutions Inc., a provider of document workflow solutions for hospitals, appointed **Rick Leach** as Senior Vice President and Chief Marketing Officer. With an extensive background in developing and marketing healthcare information and technology products and services, Leach is responsible for continuing to drive penetration into the company's core markets, as well as enhance their product footprint within the current client base and healthcare industry nationwide. He most recently served as Senior Vice President of Health Solutions for A.D.A.M. Inc.

Patrick Crane was named Chief Marketing Officer of **Sungevity Inc**, a solar leasing company. After taking a break after serving as LinkedIn Corporation's Head of Marketing, and becoming a Sungevity client himself, Crane plans to use social media and customer networks to reach consumers to educate them on Sungevity's offerings.

Glen Gilbert has joined **Wilson Elser** as their Brand Management and Content Team Leader helping to advance their rebranding and marketing communications programs. Previously, Gilbert was Principal and Founder of Inventive Branding LLC.

YuMe Inc., a leading video advertising technology company, announced the appointment of **Ed Haslam** to Senior Vice President, Marketing. He is responsible for driving the company's advertising technology platform. Haslam previously served as Co-Founder and Vice President, Marketing at Groupon's Ludic Labs, which developed the social media community, Diddit.com and local commerce service, OfferFoundry.com.

Technology Sector

Bridgelux Inc., a leading developer and manufacturer of LED lighting technologies and solutions, named **David W. Plumer Jr.** the newly created global role of Chief Sales and Marketing Officer. Plumer recently served as President, Asia Pacific/Japan Region and Senior Vice President at American Power Conversion.

CDW named **Neal J. Campbell** as Senior Vice President and Chief Marketing Officer, responsible for the strategy and development of CDW's advertising, e-commerce, channel marketing, marketing intelligence and research, merchandising, creative services, direct marketing content, relationship marketing and corporate communications. Campbell comes from TrafficCast, where he was Chief Executive Officer.

The Hewlett-Packard Company announced that former SAP AG marketing executive **Marty Homlish** has joined the company to lead HP's global marketing efforts as Executive Vice President and Chief Marketing Officer. Homlish is charged with helping unify HP's marketing approach to "present 'one HP' to the market". At SAP, Homlish helped double the brand's value.

Imation Corp. named **Ian Williams** as Vice President, Global Marketing and Product Management. Most recently, Williams served as Executive Director of Nearline Enterprise Storage for Seagate, a leader in hard disk drives and storage solutions.

Juniper Networks named **Brad Brooks** Vice President of Worldwide Enterprise Marketing and Solutions. He is responsible for developing and executing overall marketing strategies for the enterprise segment and defining go-to-market plans and roadmaps for Juniper's vertical and horizontal solutions. Brooks joins from Microsoft where he served as Corporate Vice President for Windows Consumer Marketing and Product Management.

Keith Pardy, Chief Marketing Officer of **Research in Motion (RIM)**, has decided to leave the company for personal reasons. He plans to help Research In Motion during the transition period through mid-year.

Telkonet Inc., a leading provider of energy efficient solutions, added **Gerrit Reinders** as Executive Vice President, Global Sales and Marketing. This move follows Telkonet's recent corporate rebranding and the release of its new EcoSmart Product Suite. Gerrit is responsible for accelerating customer and revenue growth, overseeing all new customer engagement and acquisition activities, including sales, marketing and product management for the company's products and services. He joins from Energy Focus.

U.S. Cellular hired Seventh Generation Chief Marketing Officer **David Kimbell** as its new Vice President, Marketing. Kimbell is responsible for the development of strategic branding and communication initiatives.

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