

Trends and Moves

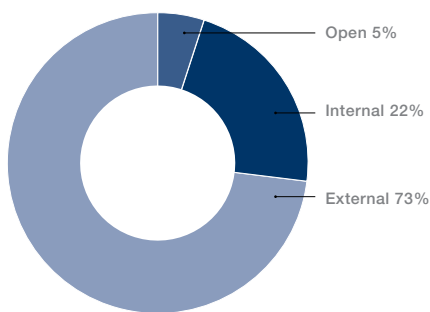
Marketing Moves 2013: Q1 & Q2

To help business leaders better understand current trends surrounding the marketing function, Russell Reynolds Associates analyzed 137 companies that reported marketing officer moves during the first two quarters of 2013. Below is a summary of our findings.

Internal vs. External Hires

An overwhelming majority of new hires (73%) came from outside the organization. We believe a major contributing factor to this high number is a failure among chief marketing officers (CMO) and their respective companies to effectively develop the next generation of marketing leaders. According to a survey we conducted of nearly 1,500 marketing leaders globally, less than one-third of CMOs are confident in the bench strength of their teams, and more than half cannot name a ready successor if one was needed tomorrow. (For more information on this survey, please see our recent whitepaper titled *Confronting the CMO Succession Gap: Five Key Findings for Improving the Readiness and Retention of Future Marketing Leaders*, available here: http://www.russellreynolds.com/sites/default/files/global_leadership-cmo_experiences.pdf)

Internal vs. External Marketing Appointments



On average, internally recruited individuals spent eight years with their company prior to promotion. Therefore, rising marketing leaders who aspire to move up within their current organization should prepare for a long tenure.

Female leaders represent approximately 46% of all internal and external appointments—a significant jump from 30% in the previous two quarters.

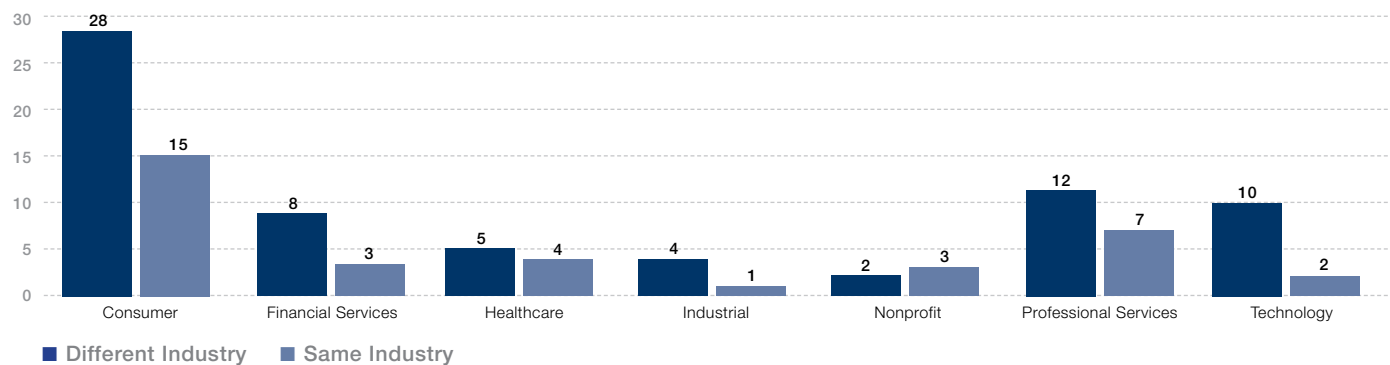
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Inside vs. Outside of Industry

Across sectors, the majority of marketing officer appointments occurred within the same industry, with the following notable exceptions:

- **Nonprofit:** Sixty percent of appointments were from a different industry. We believe this reflects the sector's continued desire to adopt the same sophisticated marketing techniques (e.g., social media, mobile devices, Big Data) that for-profit organizations are utilizing to drive customer loyalty and revenues.
- **Professional Services:** Thirty-seven percent of appointments were from a different industry. We believe this reflects the increasing importance professional services firms are placing on content marketing, lead generation and digital channels (such as LinkedIn) to interact with clients—all of which are strategies that do not necessarily require same-industry experience and can benefit from fresh perspectives.
- **Healthcare:** Forty-four percent of appointments were from a different industry. This particularly is noteworthy as this sector was the least likely to look externally for marketing talent in the previous two quarters. We believe this shift reflects the industry's changing environment stemming from healthcare reform, where new business models—and, therefore, different marketing approaches—are being sought and tested.

External Appointments: Different vs. Same Industry



Analysis of Outgoing Talent

Finally, in addition to examining the dynamics of marketing leaders moving into new roles (i.e., incoming talent), we analyzed where outgoing marketing leaders were headed. This analysis revealed several interesting insights:

- Twenty-nine percent of the outgoing marketing leaders remained within their organization, moving into a new role such as chief executive officer, chief operations officer or head of e-commerce.
- Thirty-eight percent of outgoing marketing leaders moved to another firm. Within this group, 57% moved within the same industry.
- Of the outgoing leaders, 71% remained in marketing, and 29% left to pursue another position, ranging from head of strategy and operations to president.
- On average, outgoing marketing leaders had company tenure of six years, and those in the chief marketing officer role spent three years in the position prior to departure.

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CONSUMER SECTOR

CONSUMER PRODUCTS AND SERVICES

Bacardi Limited has named **Andy Gibson** as Chief Marketing Officer. He succeeds Silvia Lagnado, who left the company at the end of 2012. Gibson, who has more than 20 years of experience in consumer products marketing and sales, most recently was Chief Marketing Officer for Carlton & United Brewers. In his new role, he takes charge of leadership and strategic direction of the company's portfolio of brands.

Bebe has appointed **Keith Keegan** as Senior Vice President, Marketing. He previously was Vice President of Marketing at American Eagle Outfitters.

Coty has appointed **Timothy Bunch** as Vice President, Marketing—Fragrance. He was previously General Manager, Americas and Europe at Tria Beauty.

Diageo has appointed **Syl Saller** to Chief Marketing Officer, replacing Andy Fennell, who has been promoted to President and Chief Operating Officer. Saller previously was Global Innovation Director at the company.

Diamond Foods' Executive Vice President, Chief Marketing Officer **Andrew Burke** has resigned from the company, effective mid-August.

Hickory Farms has named **Michael Holton** as Chief Marketing Officer. He previously was Vice President of Brand Marketing at the company. Holton joined Hickory Farms in 2002 as Manager of Consumer/Trade Marketing. In his new role, he leads all elements of marketing and the consumer brand experience.

Jenny Craig has named **Leesa Eichberger** as Chief Marketing Officer. In her new role, she drives strategic direction and implementation of the company's marketing initiatives. Eichberger has 20 years of marketing experience.

Kimberly-Clark has announced that **Mercedes Bazterrica**, former Vice President, Marketing— International, no longer is with the company. Kimberly-Clark has promoted **Clive Sirkin** to Vice President and Chief Marketing Officer. Sirkin joined the company in 2007 and has held a variety of marketing leadership positions.

Kraft Foods Group has appointed **Deanie Elsner** to the newly created role of Chief Marketing Officer. In this role, Elsner reports directly to the company's Chief Executive Officer and is responsible for brand building, marketing and innovation. She previously was President of Beverages at Kraft and has been with the company since 1992.

Luxco has appointed **Steve Einig** to the newly created position of Chief Marketing Officer. Einig most recently was Director of North American Lighting Products at Energizer Holdings, Inc.

Method Products has appointed **Alison Worthington** as Chief Marketing Officer. She previously was Director, Worldwide Strategy and Marketing at Microsoft Corp. Worthington's new role encompasses general management, marketing and product management.

Nutrisystem has named **Keira Krausz** as Chief Marketing Officer. She previously was Vice President of Marketing for QSP Inc., a subsidiary of Time Inc.

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PepsiCo's Chief Marketing Officer **Salmin Amin** left the company to become Chief Operating Officer at S.C. Johnson. He is the 30th senior brand manager to leave the company since 2008. A successor has yet to be named. PepsiCo has named **Kristin Patrick** as Global Chief Marketing Officer of its flagship soda brand. In her new role, Patrick is responsible for driving global positioning, consistency and innovation for the Pepsi cola brand. She most recently was Chief Marketing Officer at Playboy Enterprises.

PlayPower, Inc. has appointed **Lynne Vanderveer** as Chief Marketing Officer. She previously was Senior Category Director at Kellogg Co.

Southern Wine & Spirits of Florida (a division of the nation's largest wine and spirits distributor Southern Wine & Spirits of America) has named **John Wittig** as Senior Vice President, Sales & Marketing. In this new role, Wittig, in part, is responsible for advising on the strategic direction of the business' commercial side. He has been with the company since 2008.

Tupperware Brands has named **Mercedes Bazterrica** as Senior Vice President & Chief Brand Marketing Officer. She previously was Vice President, Marketing—International at Kimberly-Clark.

Xerox Corporation has appointed **Toni Clayton-Hine** as Vice President of Global Marketing and Value Proposition. In this role, she is responsible for expanding the company's channel presence. Clayton-Hine most recently was Vice President, Global Partners Marketing at CA Technologies.

Zipcar, Inc. has named **Brian Harrington** as Chief Marketing Officer. He most recently was Principal of The Little Harbor Group, a Boston-based boutique consultancy.

RETAIL

Albertsons has named **Amy Kirby** as Vice President of Marketing. In this role, Kirby is responsible for leading marketing functions, developing company-wide campaigns, advising leadership on advertising and working with executives to manage the company's marketing efforts. Albertsons also has named **Mike Massimino**, formerly Group Vice President, Center Store, as Senior Vice President, Marketing and Merchandising. He is responsible for national merchandising and vendor partnership development.

Bob's Stores has appointed **Sarah Murphy** as Chief Marketing Officer. She most recently was Vice President and General Manager, World Markets Insurance Services at American Express Travel Related Services. In her new role, Murphy focuses on improving capabilities around analytics, direct marketing and digital marketing.

BootBarn Inc. has named **Jayne Maxwell** as Vice President of Marketing. She previously was Vice President of Marketing, Education to Careers at Apollo Group/University of Phoenix.

Coach, Inc. has named **Alice Milligan** as Senior Vice President, Direct Marketing—Customer Relationship Management and Analytics. Milligan previously was Senior Vice President, Interactive Marketing at American Express. In her new role, she is responsible for direct marketing, e-mail marketing, customer relationship management and analytics.

Crocs has named **Andy Sackmann** as Chief Marketing Officer. Sackmann joined the company in June 2011 and has led global e-commerce until now. As Chief Marketing Officer, he is responsible for all aspects of Crocs' marketing, including branding, advertising, consumer promotions and online communications.

Dockers brand has appointed **Adrienne Lofton Shaw** as Vice President and Chief Marketing Officer. She is responsible for both creation and leadership of brand strategy and global marketing efforts. Lofton Shaw previously was Senior Marketing Director at Under Armour.

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Gymboree has appointed **Laurie McCartney** as Vice President of Marketing. McCartney previously was Chief Marketing Officer at Teleflora, LLC and, in her new role, is responsible, in part, for marketing strategy and development, as well as customer acquisition and traffic.

J.C. Penney's Head of Marketing, **Eric Hunter**, has left the company. He previously had served as Group President and Chief Marketing Officer at Kellwood Company. Hunter is replaced by **Jan Hodges**, a J.C. Penney veteran, whose title now is Senior Vice President of Sales Promotion.

Jo-Ann Stores, Inc. has appointed **Riddianne Kline** as Senior Vice President, Chief Marketing and Merchandising Officer. Kline retains her previous responsibilities of marketing and advertising for the company and also has assumed leadership of the merchandising, product development and inventory management groups. She most recently was Senior Vice President and Chief Marketing Officer of the company.

The Jones Group, Inc. has appointed **Greg Clark** as Chief Marketing Officer. In his new role, Clark oversees global marketing and brand identity for the company's fashion brand portfolio. He also is responsible for driving communications and digital media strategy. Clark has more than 30 years of global strategy experience in the retail and packaged goods industries and most recently was Senior Vice President of Creative Marketing for J.C. Penney.

Nordstrom, Inc. has named **Brian K. Dennehy** as Chief Marketing Officer. He previously was Chief Marketing Officer at SVB Financial Group.

RadioShack has appointed **Jennifer Warren** as Senior Vice President and Chief Marketing Officer. In this role, she leads various aspects of the company's marketing organization, including brand strategy, advertising, corporate communications, social media and online customer experience. Warren previously was with marketing agency Razorfish.

Shopko has appointed **Michael B. Cooper** as Senior Vice President, Marketing. He is responsible for all marketing initiatives and reports to the company's President and Chief Merchandising Officer. Cooper previously was at Office Depot, Inc. as Vice President, Marketing.

Sports Authority has named **Paul M. Okimoto** as Chief Marketing Officer. In his new role, Okimoto is responsible for strategic development and oversight of the company's plans to drive traffic and sales via e-commerce. He previously was Vice President of Marketing at RadioShack Corporation.

Summer Infant, Inc. has named **Elizabeth Jackson** as Chief Marketing Officer. Jackson has been working at the company since 2011 as interim Chief Marketing Officer and previously was President of Sedna Marketing Partners.

SUPERVALU has promoted **Mark Van Buskirk** to Executive Vice President, Merchandising and Marketing. In this role, he oversees companywide merchandising and marketing efforts, as well as directs SUPERVALU's private brand offerings and retail pharmacy teams. Van Buskirk most recently was Vice President, Meat and Seafood Merchandising and Procurement.

Target has hired **Rick Gomez** as Vice President of Brand and Category Marketing. He previously was Vice President of Brand Marketing at MillerCoors LLC. In his new role, Gomez is responsible for directing Target's marketing strategies for all merchandise categories, driving brand initiatives, and overseeing multicultural marketing and Target's owned brands and packaging teams.

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Tiffany & Co. has appointed **Alice Kwak** as Vice President, Global Marketing. Kwak has been Vice President and Owner of Lauris LLC since 2006. In her new role at Tiffany, she is responsible for the marketing discipline at the company and leads efforts to create a more global, strategic and analytical approach to business. The company also has named **Andrea Davey** as Vice President of Marketing. Davey previously was Managing Director, Frederic Fekkai Luxury Hair Care at Procter & Gamble.

Tuesday Morning's Seth Marks has resigned as Senior Vice President and Chief Marketing Officer. He had been promoted to this position in June 2012—at the same time former Chief Executive Officer Kathleen Mason was fired.

Vera Bradley has appointed **Bonita Inza** as Executive Vice President, Sales and Marketing—Chief Experience Officer. In this role, Inza shares responsibility for executing the company's growth strategies. She has 30 years of retail experience in senior leadership roles.

Walmart has named **Brian Monahan** as Vice President of Marketing for Walmart.com. In this role, he leads brand strategy and cross-channel marketing for the company. Monahan most recently was Managing Partner at Interpublic Group's Magna Global.

CONSUMER DIGITAL & MEDIA

AccuWeather, Inc. has hired **John Dokes** as Chief Marketing Officer. In his new position, Dokes is responsible for marketing and expansion of the company's digital presence. He previously has held roles at Marvel Entertainment, LLC and MTV, a division of Viacom.

AOL Inc. has hired **Peter Land** as Head of Communications. He previously was the No. 2 corporate communications executive at PepsiCo. Though Land is not responsible for marketing at AOL, he leads internal and external messaging and enhancement of the company's media properties as brands.

Clear Channel Outdoors Holdings, Inc. has appointed **Vicki Lins** as Executive Vice President and Chief Marketing Officer for Clear Channel Outdoors Americas. Lins has more than 20 years of experience in the advertising industry and, in her new role, leads the marketing strategy and execution for all the company's business. She most recently served in leadership positions at Comcast and its Canoe Ventures initiative. **Pru Parkinson** also has been promoted to Global Chief Marketing Officer of the company, responsible for brand marketing and internal communications. Parkinson joined Clear Channel International in 2010 as Sales and Marketing Director.

Comcast has promoted **Greg Butz** to Executive Vice President, Sales and Marketing Operations. He most recently was Senior Vice President of Marketing for Comcast Cable.

Dish has promoted **Dave Shull** to Executive Vice President and Chief Commercial Officer. He most recently led Dish's programming and content acquisition group. In his new role, Shull maintains his programming responsibilities and has taken on leadership of product management, marketing and advertising sales.

Forbes has promoted **Tom Davis** to Chief Marketing officer. Davis most recently was Vice President, Sales and Marketing. He replaces Jack Laschever, who has been promoted to President, Forbes Conferences.

Hollywood Reporter has named **Anna Magzanyan** as Vice President of Marketing. She most recently was Vice President of Strategic Partnerships at Clear Channel Media and Entertainment for iHeartRadio.

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NTN Buzztime has named **Barry Chandler** as Chief Marketing Officer. Chandler has nearly 20 years of experience in hospitality services and most recently founded Chandler Interactive, a service that helps restaurants and bars attract a larger customer base. In his new role at Buzztime, Chandler is responsible for the company's marketing efforts, maintaining a particularly strong focus on content marketing and social media.

The Paley Center for Media has appointed **Maureen Reidy** as Chief Marketing Officer. In this role, she is responsible for all marketing, communications, digital and social media, creative services and commercial revenues. Reidy has more than 20 years of experience and most recently served as President and Chief Executive Officer of The Argus Group.

PennWell Corporation has appointed **Paul Andrews** as Vice President, Marketing Services. In his new role, Andrews leads the newly formed Marketing Services Division that aims to provide strategic consulting and marketing solutions, including digital and social media, website development and content marketing. He most recently held sales and marketing positions at Go Forward Media, LLC.

Virgin Media has appointed **Jeff Dodds** as Chief Marketing Officer. He replaces Nigel Gilbert, who has taken a new role within Virgin Group. Dodds most recently was Executive Director of Brands and Marketing Communications at Virgin.

WebMD has named **Matthew Dumas** as Senior Vice President, Marketing—Consumer Services. He previously was Co-founder and President of Ecosys Consumer Analytics.

World Wrestling Entertainment (WWE) has named **Michael Pine** as Senior Vice President of Global Sales & Partnership Marketing. He most recently worked in sales at IMG and has more than 15 years of experience in strategic sales and marketing. In his new role, Pine drives the strategic vision of WWE's sales operation and revenue growth.

LEISURE AND HOSPITALITY

Applebee's Vice President of Marketing and Culinary, **Becky Johnson**, has left her position. The company has launched a global search for her replacement.

Centerplate has promoted **Kay Towner** to Senior Vice President of Sales and Marketing. Towner is a veteran on the company's senior management team and, in her new role, directs both local marketing programs and specific national roll-out programs.

Community Coffee Company has named **Scott Eckert** as Vice President of Marketing. In this role, he is responsible for executing high-growth strategy. Eckert has held a variety of senior marketing leadership positions for consumer packaged goods companies and most recently was Head of ACH Food Companies' Flavor Enhancements Division.

Crestline Hotels & Resorts has promoted **Vicki Denfeld** to Executive Vice President, Sales and Marketing. Denfeld has been with the company since 2002 and most recently was Senior Vice President of Sales and Marketing.

IMAX has appointed **Eileen Campbell** as Chief Marketing Officer. She most recently was Global Chief Executive Officer of brand consulting agency Millward Brown.

Moe's Southwest Grill has promoted **Paul Macaluso** to Chief Marketing Officer. He previously was Vice President of Marketing at the restaurant chain and is the company's first CMO. In his new role, Macaluso is responsible for marketing and public relations functions, catering and creative services.

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Outrigger has appointed **Sean Dee** as Chief Marketing Officer and Executive Vice President. In this role, he is responsible for global marketing and brand strategies with particular emphasis on the company's Hawaii and Asia/Pacific regions. Dee most recently was President of Global Branding at Anschutz Entertainment Group.

Papa John's International, Inc.'s Andrew Varga has resigned from his position as Chief Marketing Officer. He has accepted a new role as President of Zimmerman Advertising, Inc., Papa John's advertising agency of record. Before joining Papa John's in 2009, Varga spent more than 20 years at Brown-Forman Corp.

P.F. Chang's Pei Wei has hired **Julie Elkinton** as Chief Brand Officer. She previously was Senior Vice President, Marketing/Brand Development at Olive Garden.

Starbucks has named **Sharon Rothstein** as Chief Marketing Officer. She most recently was a marketing executive at Sephora.

Taco Bell's Chief Marketing and Innovation Officer, **Brian Niccol**, has been promoted to President with responsibilities that include marketing, menu development and operations. Chris Brandt, former Vice President of Marketing, now is the company's Chief Marketing Officer.

Wingstop Restaurants Inc. has named **Doug Willmarth** as Chief Marketing Officer. Willmarth, who succeeds Andy Howard, most recently was Chief Marketing Officer for Rave Cinemas.

World Triathlon Corporation has appointed **Christopher Stadler** as Chief Marketing Officer. He most recently was Global Head of Acquisition Marketing for Equinox Fitness Clubs. In his new role, Stadler oversees marketing, public relations, communications and athlete engagement efforts.

FINANCIAL SERVICES SECTOR

Assurance Agency has promoted **Steven Handmaker** to Chief Marketing Officer. In this new role, he is responsible for the company's marketing, communications and branding efforts. Handmaker most recently was Executive Vice President of Marketing Communications at the company.

AXA Equitable Life Insurance Company has named **Beth Pasciucco** as Managing Director and Head of Brand Management and Customer Experience. In this role, she leads brand strategy, customer experience, advertising and marketing communications for the company. Pasciucco most recently was Chief Marketing Officer, Global Wealth Management Group at Morgan Stanley.

Berdon LLP has named **Kayte Steinert-Threlkeld** as Chief Marketing Officer. She previously was Chief Marketing Officer at Anchin, Block & Anchin LLP and has 25 years of experience in marketing. In her new role at Berdon, Steinert-Threlkeld leads the company's marketing team in all business development and marketing endeavors.

Capital Access Network, Inc. has appointed **James Mendelsohn** as Chief Marketing Officer. He has 20 years of experience in financial and consumer marketing and most recently was at McKinsey & Company. In his new role, Mendelsohn is responsible for the company's marketing and branding efforts as it transitions into its next phase of growth.

Cigna has named **Lisa Bacus** as Global Chief Marketing Officer. She most recently was Vice President and Chief Marketing Officer at American Family Insurance.

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ETRADE Financial Corporation's Chief Marketing Officer, **Nicholas Utton**, has left after nine years with the company. **Liza Landsman** has been appointed to replace him. In her new role, Landsman is responsible for all aspects of the company's marketing and advertising. She has nearly 20 years of experience driving customer engagement strategies and most recently was Global Head of Digital at BlackRock.

FBL Financial Group has named **Scott Stice** as Chief Marketing Officer. He previously was Senior Vice President and Head of Field Strategy and Execution at Farmers Insurance Company. In his new role, Stice is responsible for sales, marketing and distribution of the company's brand and agency force.

Fifth Third Bancorp has hired **Maria Veltre** as Senior Vice President and Chief Marketing Officer. She previously was Chief Marketing Officer at Citibank and replaces Larry Magnese, who has shifted roles to become Fifth Third's Director of Corporate Communications.

Fulton Financial has named **Avi Patel** as Executive Vice President and Chief Marketing Officer. He most recently was Chief Marketing Officer at First Niagara in Buffalo, New York. In his new role, Patel is responsible for the company's marketing department, brand management and marketing strategies.

loanDepot.com has named **Teri Felix** as Executive Vice President and Chief Marketing Officer. Felix most recently was Executive Vice President and Chief Marketing Officer at Home Value Protection.

Philadelphia Insurance Companies has named **Brian O'Reilly** as Executive Vice President and Chief Marketing Officer. He replaces Robert D. O'Leary, Jr., who was promoted to Chief Executive Officer. O'Reilly has been with the company for his entire career and most recently held the title of Senior Vice President of Marketing.

Watershed Asset Management has named **Elizabeth Tennican** as Head of Marketing and Investor Relations. She previously was Managing Director, Head of U.S. Institutional Sales, iShares.

Wells Fargo has appointed **Craig Coffey** as Executive Vice President, Head of Marketing & eBusiness. He previously was Senior Vice President and Chief Marketing Officer at Frontier Communications Corporation.

HEALTHCARE SECTOR

AdvantEdge Healthcare Solutions has appointed **Philip Bolger** as Senior Vice President of Sales and Marketing. In this role, Bolger is responsible for the company's business development, strategic partnering and marketing initiatives. He most recently served as Vice President of Strategic Initiatives at McKesson Corporation.

Health Integrated, Inc. has named **Tracy Weil Korman** as Executive Vice President of Marketing Strategy and Customer Solutions. In this role, Korman takes charge of driving growth, innovation and product solutions. He most recently was Founder and Chief Executive Officer of Longitude Health.

Healthx has named **Dona Siebler Stohler** as Chief Marketing Officer. She previously was Chief Marketing Officer at Ice Miller.

ImmuDyne has appointed **Karen Kingston** as Chief Marketing Officer. She has more than 15 years of brand and sales experience and most recently was President and Chief Executive Officer of Varitage. In her new role, Kingston is responsible for global sales and marketing efforts.

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Learning Care Group has appointed **John Lichtenberg** as Chief Marketing Officer. In this role, he is responsible for leading the company's efforts to connect with customers in order to drive enrollments and enhance customer loyalty. Lichtenberg has more than 20 years of experience in brand development and most recently was Vice President of Marketing at New World Systems Corporation.

Medidata Solutions, Inc. has appointed **Steven Wilhite** as Executive Vice President and Chief Marketing Officer. In this role, he is responsible for all global marketing activities. Wilhite has held a variety of senior marketing roles at leading global brands, including Apple, Hyundai, Nissan and Volkswagen.

Toshiba America Medical Systems has named **Nancy Gillen** as Vice President of Marketing. In this role, she is responsible for all marketing activities, including business units, corporate communications and research. Gillen has held a variety of sales, marketing and business management roles, including Vice President of Cross Functional Marketing at Philips Healthcare.

ZirMed Inc. has appointed **Kimberly Labow** as Vice President of Marketing. In this role, Labow oversees all marketing responsibilities for the company, with particular emphasis on product marketing, demand generation, brand awareness and online marketing. She most recently was Senior Vice President and Chief Marketing Officer for NaviNet, Inc.

INDUSTRIAL AND NATURAL RESOURCES SECTOR

AutoZone, Inc. has appointed **Albert "Al" Saltiel** as Senior Vice President, Marketing, Customer Satisfaction. In this role, Saltiel reports directly to the Chief Executive Officer. He most recently was Chief Marketing Officer at Navistar, Inc.

Bridgestone Americas Tire Operations has named **Matthew Stevenson** as Vice President, Commercial Tire Division. Stevenson has a significant background in marketing for commercial vehicle and component companies and most recently was General Manager of North American Field Operations and Marketing at Meritor, Inc.

General Motors has named **Tim Mahoney** as Chief Marketing Officer, Global Chevrolet and Global GM Marketing Operations Leader. He replaces Joel Ewanick, who was fired in July 2012. The company also is expected to promote interim Chief Marketing Officer Alan Batey to Worldwide Brand Chief of Chevrolet.

Geodis Wilson has named **Ivy Boyer** as Chief Marketing Officer. In this role, she is responsible for the company's global business development strategy. Boyer, who has been with the company since 2009, previously was Director of Global Accounts. She succeeds Kim Pedersen, who recently was promoted to Executive Vice President.

Hercules Offshore, Inc. has named **W. Brad James** as Senior Vice President, Marketing. He previously was Vice President of Marketing at the company and has more than 20 years of experience in marketing positions in the industrial and natural resources sector.

Johnson Controls has named **Kim Metcalf-Kupres** as Vice President and Chief Marketing Officer. In her new role, Metcalf-Kupres is responsible for the development of marketing and sales capabilities for the company's businesses, focusing on customer satisfaction, brand development, and internal and external communications. She most recently was Vice President, Global Strategy, Sales and Marketing for Power Solutions at the company.

MediaTek Inc. has appointed **Mohit Bhushan** as Vice President and General Manager of Corporate Marketing, US. In this role, Bhushan is responsible for corporate marketing and business development activities. He most recently was Vice President of Converged Products Category for Motorola Mobility.

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Republic Services, Inc. has named **Ojesh Bhalla** as Vice President of Marketing. He previously was Vice President, Marketing and Innovation at Pfizer. In his new role, Bhalla is charged with developing and maintaining a comprehensive marketing and sales strategy, as well as developing and implementing marketing programs.

Technical Chemical Company's Johnsen's/Blue Magic has appointed **Jay Litsey** as Global Marketing Director. He previously was with ITW Global Brands.

NONPROFIT SECTOR

Catholic Relief Services has appointed **Ryu Mizuno** as Vice President, Marketing and Communications. Mizuno previously was Managing Director of Marketing at the US Fund for UNICEF.

The CFA Institute has named **Joe Clift** as Chief Marketing and Communications Officer. He previously was a Founding Partner and Director at CWA Marketing. In his new role, Clift leads marketing and external communications strategies to build the CFA Institute brand globally.

The International Tennis Hall of Fame & Museum has appointed **Mary Heath** to the newly created position of Chief Marketing Officer. She most recently was Senior Director of Sales and Partnership Marketing for the Hall of Fame and brings more than 30 years of experience to her role.

The Leukemia & Lymphoma Society has promoted **Lisa Stockmon** to the position of Chief Marketing Officer. In her new position, Stockmon is responsible for all marketing, promotion, corporate partnership and communications initiatives. She previously was Senior Vice President, Marketing and Communications, and has more than 20 years of marketing, branding and business development experience.

The Metropolitan Museum of Art has appointed **Cynthia L. Round** as Senior Vice President, Marketing & External Relations. She previously was Executive Vice President, Brand Strategy & Marketing at United Way of America.

USA Cycling has named **Rob Borland** as Chief Marketing Officer. He previously was Chief Marketing Officer of Molson Coors International and, in his new role, is responsible for diversifying and strengthening the organization's digital and traditional marketing channels, as well as bridging the existing marketing, membership and sponsorship functions.

Woodbury University has named **Shari Bowles Gibbons** as Chief Marketing Officer. In this role, she is responsible for branding and marketing the communications strategy and programs of the university. Gibbons most recently was Chief Operating Officer of Battery-Biz Inc.

PROFESSIONAL SERVICES SECTOR

Allegro Development Corporation has appointed **Melanie Ofenloch** as Chief Marketing Officer. In this role, she is responsible for all marketing functions, including strategy, lead generation, branding, product and advertising. Ofenloch has 20 years of marketing and communications experience and most recently was Chief Marketing Officer at International Business Systems.

eXelate has appointed **Khurram Malik** as Chief Marketing Officer. In his new position, Malik is responsible for global strategies. He most recently was Vice President of Marketing at comScore, Inc.

Gigamon has named **Peter Finter** as Chief Marketing Officer. Finter has more than 20 years of experience in the networking industry. He most recently was Vice President of Marketing for Juniper Networks, Inc., leading its Worldwide Field Demand Center.

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Harris Interactive Inc. has named **Sharon Albert** as Vice President, Marketing. She has more than 25 years of experience in the field and leads both strategic direction and marketing strategy for the company's healthcare offerings. Albert previously was Senior Vice President of Marketing and Communications for T.J. Sacks and Associates.

InsideView, Inc. has appointed **Brian Kelly** as Chief Marketing Officer. In this role, he leads all marketing strategy, product marketing and management, and marketing communications. He previously was Chief Executive Officer of Stamp.

MediaMath, Inc. has named **Rachel Meranus** as Senior Vice President, Marketing. Meranus has more than 15 years of experience driving marketing in a variety of industries and most recently was Vice President of Marketing and Communications at PR Newswire. In her new role, she oversees all MediaMath's global marketing and communications initiatives.

Morgan Lewis & Bockius has appointed **Despina Kartson** as Chief Client Development and Marketing Officer. In this role, she is responsible for the firm's business development, marketing and communications programs. The position had been vacant since last fall when Michael Baltes left to pursue an opportunity at Post & Schell. Kartson most recently worked for Latham & Watkins.

Nuance Communications, Inc. has named **Jeffrey P. Frank** as Vice President of Solutions Marketing—Healthcare Division. He previously was Chief Marketing Officer at Stream Global Services. In his new role, Frank is responsible for creating the Healthcare Division's marketing strategy and managing its marketing efforts.

OneSource Information Services has appointed **James C. Rogers** as Chief Marketing Officer. In this role, he is responsible for the global marketing strategy and execution for the company's business and sales intelligence solutions. Rogers previously led marketing for the Small and Medium-Sized Business Division of CT Corporation at Wolters Kluwer Corporate Legal Services.

OpenX Technologies has named **Matthew Reid** as Vice President of Marketing. In his new role, Reid aids in expanding the company's global footprint and building out the marketing function. He previously served as Senior Vice President of Marketing at Gehry Technologies.

ORSYP has appointed **John Shaw** as Chief Marketing Officer, responsible for managing the company's global positioning, branding, product marketing, corporate communications and partner marketing. Shaw has more than 25 years of experience in the industry and most recently was Chief Operating Officer at VBrick Systems.

Pace Communications has promoted **Craig Waller** to President of the company. He previously was Chief Marketing Officer for nine years before his promotion.

Pitney Bowes has named **Abby F. Kohnstamm** as Chief Marketing Officer. Kohnstamm is globally recognized for her marketing expertise and most recently was Chief Marketing Officer of IBM.

RenewData has appointed **Linda Kish** as Vice President of Marketing. In this role, she leads the company's overall marketing strategies, including planning, communications, corporate messaging and lead generation. Kish previously was Chief Marketing Officer at Brown McCarroll.

Resonate has named **Marc Johnson** as Chief Marketing Officer. In this role, Johnson is responsible for driving brand awareness and marketplace understanding of consumer values as applied to marketing strategy. Johnson has almost 20 years of experience in the field and previously co-founded and managed Storyline Development.

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Silicon Graphics International has appointed **Bob Braham** as Senior Vice President and Chief Marketing Officer. In this role, he is responsible for product management and development, as well as execution of the company's global marketing efforts.

Tyco International Management Company has appointed **Anita Santos** as Vice President of Marketing. She previously was Global Enterprise, Service Marketing Director at Thermo Fisher Scientific.

Ubiquiti Networks has named **David Hsieh** as Chief Marketing Officer. In this role, he leads corporate marketing strategy and manages corporate communications. Hsieh previously was Vice President of Marketing for Video and Emerging Technologies at Cisco.

ValueClick has appointed **Scott G. Eagle** as Chief Marketing Officer. Eagle, who has more than 20 years of experience as a marketing leader, is responsible for the global marketing function, including strategy and marketing program integration.

VML has appointed **Beth Wade** to the newly created position of Chief Marketing Officer. In her role, Wade is responsible for marketing strategy and the company's expansion. She previously was Chief Client Officer. Prior to joining the agency in 2002, she worked for Wunderman.

TECHNOLOGY SECTOR

Advanced Cell Diagnostics has appointed **Evangelina Gonzalez** to its executive leadership team as Chief Commercial Officer, reporting directly to the company's Chief Executive Officer. In this role, Gonzalez leads the company's global commercialization efforts. She has almost 20 years of experience in the biotechnology industry and most recently was Chief Marketing Officer of the Life Sciences Division at Life Technologies.

Attensity has named **Beth Beld** as Chief Marketing Officer. Beld brings a proven track record in the enterprise software space and most recently was Head of Customer Innovation Marketing, Market Portfolio Strategy and New Market Creation at SAP.

Attunity has appointed **Lawrence Schwartz** as Vice President of Marketing. In this role, he is responsible for all aspects of marketing and sales. Schwartz previously was Vice President of Marketing for Tokutek.

Cyan, Inc. has named **Joe Cumello** as Chief Marketing Officer. In this role, he is responsible for all aspects of the company's global marketing efforts, including product marketing and global brand development. Cumello previously was Vice President of Marketing at Sidera Networks.

Fusion-io Inc.'s Chief Marketing Officer, **Rick White**, has resigned to pursue entrepreneurial opportunities with the company's Chief Executive Officer, who also has resigned. White was Fusion-io's Chief Executive Officer from 2005-2008 and has been Chief Marketing Officer since 2008.

Host Analytics, Inc. has named **Lance Walter** as Chief Marketing Officer. Walter, who has almost 20 years of experience at high-growth companies, most recently led marketing for Aria Systems.

Imation Corp. has appointed **Mike Stolz** as Vice President, Global Marketing and Support for Nexsan, Tiered Storage Solutions. He previously was Vice President, Americas—Consumer Business at the company.

Leap Wireless International has named **Julie Dexter Berg** as Chief Marketing Officer. In this role, she leads the company's marketing activities, including brand strategy; consumer messaging; product and device strategy; and management, merchandising and advertising. Berg previously was Managing Partner at Brandmaking LLC.

Trends and Moves

Marin Software has appointed **Matt Ackley** as Chief Marketing Officer. He most recently was Vice President of Platform and Merchant Services at start-up company Zerve.

Mellanox Technologies has appointed both **Kevin Deierling** and **Gilad Shainer** as Vice President of Marketing. Deierling previously was Chief Architect at Silver Spring Networks, and Shainer most recently was Vice President of Market Development at Mellanox.

ORBCOMM has named **Craig Montgomery** as Senior Vice President, Marketing. Montgomery has nearly 20 years of experience in product management and sales operations and previously was Principal at CMG Partners and also has held positions at SkyBitz and Nextel Communications.

Plex Systems has named **Heidi Melin** as Chief Marketing Officer. She joins the company from Eloqua, recently acquired by Oracle, where she served as Senior Vice President and Chief Marketing Officer.

QlikTech has appointed **Terrie O'Hanlon** as Chief Marketing Officer. She has more than 20 years of experience in marketing software, hardware and services and, in her new role, oversees QlikTech's global marketing and brand strategy and investments. O'Hanlon most recently was Senior Vice President and Chief Marketing Officer for Manhattan Associates.

Telco Systems has named **Taylor Salman** as Vice President, Marketing, Product Management and Business Development. Prior to Telco, Salman worked at Tata Communications. He has more than 20 years of experience in software, hardware and telecommunications and, in his new role, is responsible for increasing the company's growing market share in the mobile backhaul, business Ethernet services, cloud networking and AdvancedTCA markets globally.

Webroot has appointed **David Duncan** as Chief Marketing Officer. Duncan has more than 30 years of senior marketing and security experience and is responsible for Webroot's global marketing strategy. He most recently worked in product strategy at Imation Corp.

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