

## Trends and Moves

# Marketing Moves 2013: Q3—Q4

To provide insight to trends in the marketing officer function, Russell Reynolds Associates tracked and analyzed 141 marketing officer moves at both public and private companies during Q3 and Q4 of 2013.

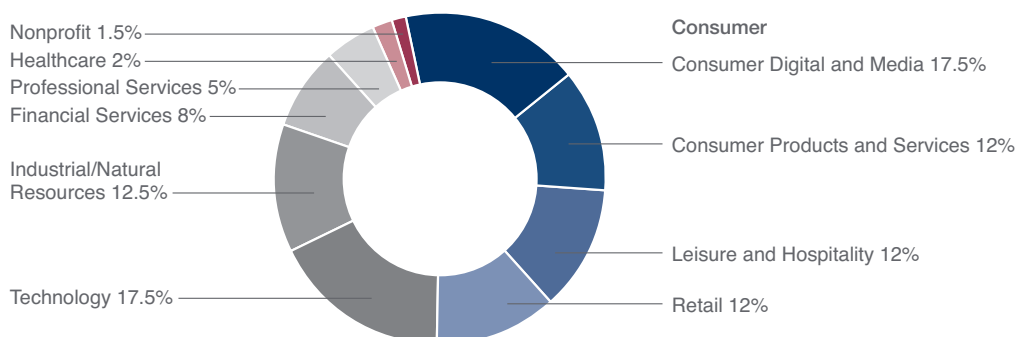
### Key Findings

- The Consumer sector (including Consumer Digital and Media, Consumer Products and Services, Leisure and Hospitality, and Retail) accounts for more than half of all publicly reported marketing moves.
- Eighty-three percent of marketing officer appointments were recruited from outside the hiring company.
- A majority of marketing officer appointments came from within the same sector. This particularly is prevalent in both the Consumer and Technology sectors.
- Average marketing officer tenure is approximately three years and has held steady from the first half to the second half of the year.

### Industry Breakdown of Marketing Moves

As has been the case throughout the four previous quarters, the Consumer sector appears to be the dominant industry for marketing moves. Just over half of all moves came from the Consumer sector—broken down as 17.5% from Consumer Digital and Media, 12% from Consumer Products and Services, 12% from Leisure and Hospitality, and 12% from Retail. Also consistent with prior quarters, the Nonprofit sector saw the least amount of marketing officer turnover. For at least 20% of the moves analyzed, marketing officers entered into a completely new role. This indicates the increasing development and prevalence of marketing roles across all sectors.

### Industry Breakdown of Marketing Moves in Q3 and Q4 2013



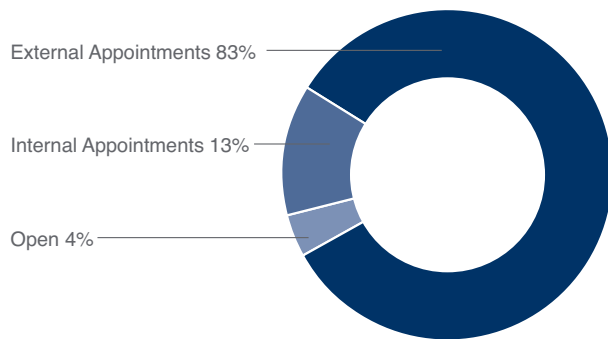
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## Internal vs. External Hires

In Q3 and Q4, 83% of marketing officer appointments came from outside the hiring organization—a full 10% increase from Q1 and Q2, when 73% of appointments were external. This indicates a continuation of the trend we've previously observed: Generally, marketing officers appear to lack success in cultivating a strong next generation of marketing leaders. (Our recent whitepaper, *Confronting the CMO Succession Gap: Five Key Findings for Improving the Readiness and Retention of Future Marketing Leaders*, addresses this lack of bench strength and can be found at <http://www.russell-reynolds.com/content/confronting-cmo-succession-gap-five-key-findings-improving-readiness-and-retention-future-ma.>)

## Internal vs. External Marketing Appointments



On average, internally recruited individuals spent approximately five and a half years with their company prior to promotion. This is a significant decrease from the two previous quarters, when internal recruits averaged eight years in an organization before being promoted.

Female leaders comprise approximately 42% of all appointments—a slight decline from 46% of appointments during the first half of 2013.

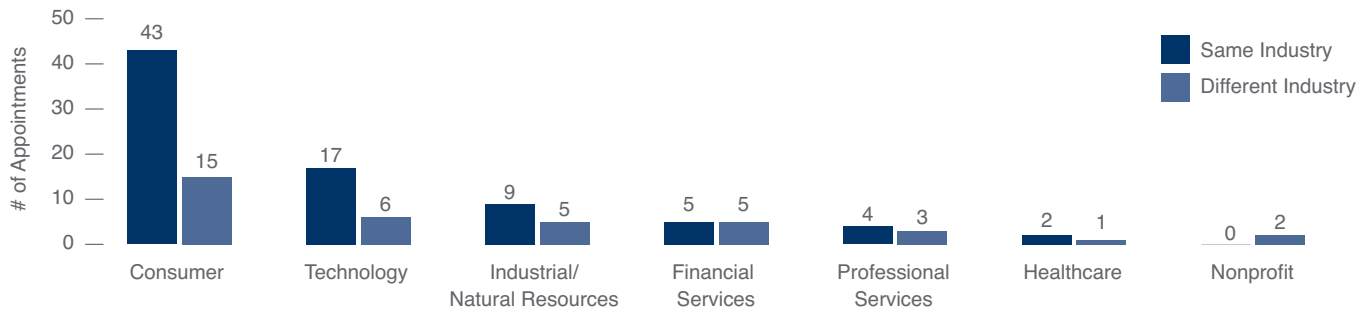
## Inside of Industry vs. Outside of Industry

In most sectors, a majority of marketing officer appointments were from the same industry. Most notable were the following:

- Appointments in the **Consumer** and **Technology** sectors were overwhelmingly from the same industry, at approximately 74% each. For the Technology sector, this is a significant decrease from the first half of 2013, when 83% of appointments came from within the industry.
- In the **Financial Services** sector, approximately 50% of moves were from the same industry. Similar to the Technology sector, this demonstrates a decrease in same-industry appointments from the two previous quarters. In Q1 and Q2 of 2013, Financial Services experienced 73% of same-industry appointments.

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## External Marketing Appointments: Same vs. Different Industry



## Where Did They Go?

In order to better understand the paths of marketing leaders' careers, we also examined the patterns of marketing leaders who left their roles:

- Forty-one percent of outgoing marketing officers left their organization in order to pursue a new opportunity.
- Of those who left their organization, 75% entered a marketing officer role at their new firm, and 53% moved to an organization within the same industry.
- Sixteen percent of outgoing marketing officers were promoted within their organization, moving into a role such as divisional president, head of marketing and innovation or head of revenue.
- Overall, firm tenure has decreased from an average of six years in Q1 and Q2 to an average of 4.6 years in Q3 and Q4. However, average tenure in the marketing officer role has held steady at three years from the first half to the second half of the year.

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## CONSUMER SECTOR

### CONSUMER DIGITAL AND MEDIA

**Annalect** has appointed **Erin Matts** as Chief Marketing Officer. In this newly created role, she is responsible for all sales and marketing efforts. Matts previously was Senior Vice President, Chief Digital Marketing Officer at Glam Media.

**Bader, Rutter & Associates** has named **Ryann Greve** as Chief Marketing Officer. In this new role, she oversees new business development and promotes the agency's brand. Greve previously was Marketing and Communications Manager at CNH Industrial.

**Cablevision Systems Corporation** has named **Kate Mahajuodeen** as Vice President of Acquisition Marketing. She most recently was Senior Vice President and Group Account Director, Verizon FiOS and Verizon Small Business.

**Coupons.com** has named **Matthew Wisk** as Chief Marketing Officer. He has more than 30 years of management and marketing experience. In his new role, Wisk is responsible for consumer marketing functions, including online and broadcast advertising, sponsorships and publisher partnerships. He previously was President of MyPoints.com at United Online.

**Draftfcb** has named **Chris Shumaker** as Chief Marketing Officer, North America. He previously was Chief Marketing Officer at Publicis USA.

**DreamWorks Animation** has appointed **Dawn Taubin** as Chief Marketing Officer. She most recently was President of Marketing at Warner Bros. In her new role, Taubin is responsible for all aspects of marketing, including theatrical, television and global brand initiatives.

**Facebook** has appointed **Gary Briggs** as its first Chief Marketing Officer. In this role, he is responsible for building Facebook's appeal and for promoting new products. Briggs previously was an advisor to the head of Google's former Motorola Mobility division.

**Guthy-Renker** has named **Jay Sung** as Chief Marketing Officer. He previously was Chief Executive Officer at Lot18. In his new role, Sung is charged with leading the company's aggressive growth plan in 2014, as well as developing and implementing marketing and brand strategies.

**Interbrand** has appointed **Graham Hales** as Global Chief Marketing Officer and **Andrea Sullivan** as Chief Marketing Officer of Interbrand North America. Hales most recently was Chief Executive Officer of Interbrand London, while Sullivan served as Executive Director of Client Services at Interbrand North America. The two will work closely to integrate marketing and business development initiatives, engage new clients and deepen existing client relationships.

**Landis Communications** has appointed **Sean Dowdall**, who has nearly 30 years of experience in marketing, sales and public relations, as General Manager and Chief Marketing Officer. In this newly created role, Dowdall provides strategic counsel to clients, as well as being responsible for the marketing and digital practice areas. He most recently was Executive Vice President, Executive Director of Marketing at Rabobank, N.A.

**mcgarrybowen** has promoted **Brandon Cooke** to Chief Marketing Officer. He previously was Director of Business Development at the advertising agency. In his new role, Cooke is responsible for all the agency's global new business, marketing and communications efforts.

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**Move, Inc.** has promoted **Barbara O'Connor** to Chief Marketing Officer. She previously was Executive Vice President of Marketing at the company. In her new role, O'Connor continues to lead Move, Inc.'s marketing efforts, as well as the company's "Find It First" brand campaign.

**NOOK Media**, a Barnes & Noble subsidiary, has named **Doug Carlson** as Executive Vice President, Digital Content and Marketing. In this role, he leads and oversees Digital Content, NOOK Press and NOOK Marketing, as well as NOOK Media Creative Services. Carlson most recently was Co-founder and Chief Executive Officer of Zinio.

**Prophet** has appointed **John Baglivo** as Chief Marketing Officer. He has more than 20 years of experience in consumer goods companies, interactive agencies and brand consultancies. In his new role, Baglivo is responsible for evolving the company's brand, building awareness and advancing Prophet's global strategic marketing efforts. He previously was Senior Vice President, Brand Marketing at Rosetta.

**Roku** has named **Matthew Anderson** as its first Chief Marketing Officer. In his new role, Anderson will lead global marketing and communications across the company's business units. He has served, for the past year, as an advisor to News Corp.

**Rue La La** has named **Robin Domeniconi** as Chief Marketing Officer. In this role, she is responsible for the growth of the Rue La La brand across all areas of business, including men's and women's fashion and living categories. Domeniconi has more than 20 years of marketing experience and most recently was Chief Marketing Officer at vente-privee/American Express.

**Shoebuy.com** has named **Heather Adams** as Senior Vice President of Marketing. In this role, she is responsible for defining and expanding awareness of the Shoebuy.com brand, as well as developing new strategic marketing partnerships and channels to help improve the customer experience. Adams has spent nearly 15 years in brand building and most recently was Senior Director of Acquisition Marketing at Carbonite.

**Sirius XM** has appointed **Kathy Thomson** as Executive Vice President and Chief Marketing Officer. She previously was Chief Operating Officer of the *Los Angeles Times*.

**Time Inc.** has named **Lynne Biggar** as Executive Vice President of Consumer Marketing. She previously was Executive Vice President and General Manager at International Card Products and Experiences at American Express.

**Tough Mudder** has named **Carol Kruse** as its new Global Chief Marketing Officer. She most recently was Senior Vice President and Chief Marketing Officer at ESPN.

**Tribune Broadcasting** has appointed **Brian Dollenmayer** as Executive Vice President, Marketing and Promotions. In this role, he oversees the strategy and execution of all marketing, promotion and creative services activities for WGN America. Dollenmayer most recently was Executive Vice President, On-Air Promotion and Marketing Operations at the Fox network.

**TripAdvisor.com** has named **Anne Bologna** as Vice President, Brand Strategy. She most recently was Managing Director at MDC Partners.

**Vitacost.com's** Chief Marketing Officer **David Zucker** resigned from the company as of October 11, 2013 to pursue other interests.

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**The Weather Channel** has named **Scot Safon** as Executive Vice President and Chief Marketing Officer. He left CNN after nearly 20 years with the company; he rose to Chief Marketing Officer before being tasked with day-to-day management of HLN. In his new role, Safon leads all aspects of branding, marketing, design, weather presentation and creative services.

### CONSUMER PRODUCTS AND SERVICES

**Campbell Soup Company** has appointed **Yin Woon Rani** to the newly created position of Vice President of Integrated Marketing. In this role, she is responsible for establishing the strategic direction of Campbell's advertising, media, global design, digital marketing and social media. Rani also is responsible for ensuring alignment with Campbell's business strategies. She previously was President, North America of Universal McCann, the largest operating unit within Interpublic Group's media brands.

**Chobani** has appointed **Peter McGuinness** as the company's Chief Marketing and Brand Officer. He most recently was Chief Executive Officer of DDB Chicago.

**The Coca-Cola Company** has made various changes to its marketing management team in light of the departure of Alison Lewis, former Senior Vice President, Strategic Marketing. **John Roddey**, current Senior Vice President, Marketing Capability, Portfolio Strategy and Innovation, has expanded his responsibilities to include Knowledge and Insights, Multicultural Marketing and Shopper Marketing Capability. **Jonathan Mildenhall**, former Vice President, Global Advertising Strategy and Content Excellence, has been appointed as Senior Vice President, Integrated Marketing Content and Design Excellence. In this role, he leads the Brand Integrated Marketing Communications teams and the Design function.

**Coty** has promoted **Stephen Mormoris** to Senior Vice President, Global Marketing American Fragrances, Coty Prestige. He joined the company in 2001 and has been the architect of the Coty Beauty fragrance portfolio. In his new role, Mormoris is responsible, among other duties, for building and developing Coty brands and scouting new partnerships. **Jill Scalamandre** has been appointed as Senior Vice President of Marketing, Philosophy. She previously was Chief Marketing Officer at StriVectin.

**Craft Brew Alliance** has named **Ken Kunze** as Chief Marketing Officer. He previously was Chief Marketing Officer at Sabra Dipping Co. In his new role, Kunze is responsible for the marketing and management of Craft Brew Alliance's brand portfolio. He also oversees innovation and new brand development.

**Ergobaby** has named **Cynthia Neiman** as Chief Marketing Officer. She most recently was Vice President of Digital at Mattel, Inc. and has more than 20 years of experience in developing multi-channel marketing strategies.

**Groupe SEB USA** has named **James Poppens** as Vice President, Sales and Marketing of All-Clad. He previously was Vice President, Global Marketing of the Global Baby and Parenting Essentials business unit at Newell Rubbermaid. In his new role, Poppens is responsible for leading all commercial marketing efforts in support of the All-Clad brand.

**Heineken USA's** Chief Marketing Officer **Lesya Lysyj** left the company to become President of Weight Watchers North America. Heineken will be replacing Lysyj in the coming months.

**L'Oreal** has named **Marc Speichert** as Global Chief Marketing Officer, giving him his second promotion in four months. He previously was Chief Marketing Officer for the Americas at the company. Speichert succeeds Marc Menesguen, who has moved into the role of President of the Consumer Products division at L'Oreal.

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**MillerCoors** has appointed **Gannon Jones** as Vice President, Brand Marketing. He most recently was Chief Marketing Officer for PepsiCo's Global Nutrition Group.

**Ocean Spray Cranberries** has appointed **Thano Chaltas** as Global Chief Marketing Officer. He previously was Chief Marketing Officer at WellPet LLC. In his new role, Chaltas is responsible for global brand development.

**Patron Spirits** has named **Lee Applbaum** as Chief Marketing Officer. He previously was Chief Marketing Officer for Target Australia and, in his new role, is responsible for directing global marketing communications across the company's entire portfolio. Applbaum replaces Matt Carroll.

**PepsiCo** has named **Seth Kaufman** as its new Vice President, Brand Marketing for Colas. He previously was Vice President, General Manager of the Starbucks joint venture.

**Segway** has appointed **Mark Vena** as Chief Marketing Officer. In this role, he oversees corporate marketing functions to enhance the company's brand and reputation for technology innovation. Vena previously was Senior Vice President and General Manager of the Human Interface Systems division at Synaptics.

**Tofutti Brands** has named **Milt Weinstock** as Chief Marketing Officer. He previously was Executive Vice President, Global Account Director at Grey Worldwide.

## LEISURE AND HOSPITALITY

**American Airlines Group** has appointed **Andrew Nocella** as Chief Marketing Officer of the merged American Airlines. He previously was Senior Vice President of Marketing and Planning for US Airways. In his new role, Nocella oversees the commercial organization, including the agency and corporate sales team. In addition, he leads loyalty, alliances, marketing, scheduling and digital channels. The company also has named **Fernand Fernandez** as Vice President of Global Marketing. Fernandez formerly was with US Airways as Managing Director, Marketing and Customer Loyalty.

**AMF Bowling** has named **Chad Waetzig** as Chief Marketing Officer. He most recently was Executive Vice President of Marketing and Sales at Wieland Designs.

**Arby's Restaurant Group** has appointed **Rob Lynch** as Brand President and Chief Marketing Officer. In this role, he is responsible for research and development, product innovation, brand marketing and positioning, advertising and media. Lynch most recently was Vice President, Brand Marketing at Taco Bell.

**Bally Technologies** has named **Julia Boguslawski** as Vice President of Corporate Marketing. She previously was Vice President of Investor Relations and Corporate Communications at Shuffle Master.

**Bloomin' Brands** has promoted **Michael Kappitt** to Senior Vice President and Chief Marketing Officer. He previously was Chief Marketing Officer at Outback Steakhouse, one of Bloomin' Brands' restaurant concepts. In his new role, Kappitt is charged with overseeing the marketing strategy for all concepts, as well as leading cross-concept marketing initiatives.

**Church's Chicken** has appointed **Steve Davis** as its Chief Concept Officer. In this role, he is charged with strengthening the company's domestic and international brand positioning and strategy. Davis previously was a Senior Marketing Consultant for the Einstein Noah Restaurant Group.

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**Darden Restaurants** has promoted **Sam Mancuso** from Senior Vice President, Brand Foundation—Red Lobster to Executive Vice President, Marketing—Specialty Restaurant Group.

**Dunkin' Brands** has appointed **Carol Austin** as Vice President of Marketing for Baskin Robbins US and Canada. She replaces Dan Wheeler, who has been promoted to Vice President, New Products and Innovation for Dunkin' Donuts US. In her new role, Austin is responsible for the strategic development, planning and execution of marketing initiatives for Baskin Robbins in the United States and Canada. She previously was Customer Engagement Leader at CVS Caremark.

**Jack in the Box** has promoted **Keith Guilbault** to the position of Senior Vice President and Chief Marketing Officer. He previously was Vice President of Menu and Innovation. Guilbault is responsible for all aspects of marketing, including marketing communications, advertising, media and merchandising. He also has oversight of the brand's menu strategy and product development.

**Las Vegas Sands Corp.** has named **David Horton** as Chief Marketing Officer. In this role, he oversees marketing functions, including management, distribution strategies, guest experience and product development. Horton previously was Global Head, Hilton Hotels & Resorts at Hilton Worldwide.

**Marriott International** has named **Karin Timpone** as Global Chief Marketing Officer. She previously was Senior Vice President, Product Strategy and Marketing at Disney ABC Digital Media. In her new role, Timpone leads the company's integrated global marketing, customer relationship strategy, portfolio marketing, media, digital and social, as well as oversight and development of the award-winning Marriott Rewards guest loyalty program.

**Papa John's** has named **Bob Kraut** as Chief Marketing Officer. He most recently was Senior Vice President, Brand Marketing and Advertising at Arby's.

**Playa Hotels & Resorts** has tapped **Kevin Froemming** for the newly created position of Executive Vice President and Chief Marketing Officer for Playa Resorts Management. Froemming has more than 20 years of experience in marketing, sales, technology and customer support operations. He previously was President of Unique Vacations.

**Red Robin** has appointed **John Schaufelberger** as Vice President of Brand Marketing. In this role, he is responsible for overseeing the restaurant chain's advertising, media, national promotions, communications and in-store merchandising. Schaufelberger has more than two decades of national and international experience in development and execution of brand marketing strategy and most recently was Vice President of Marketing at Applebee's.

**The Ritz Carlton Hotel Company** has named **Edward French** as Chief Sales and Marketing Officer. In this role, he serves as the strategic business partner to the President and Global Chief Operating Officer and is responsible for leading the Marketing, Global Sales and Revenue Management discipline. French most recently was Senior Vice President, Marketing Platforms.

**Squaw Valley Ski Holdings** has appointed **Cara Whitley** as Chief Marketing Officer of Squaw Valley & Alpine Meadows Ski Resorts. She most recently was Vice President, Business Development and Strategy, Global Loyalty at American Express. In her new role, Whitley is responsible for all the company's marketing and sales functions, including brand marketing, advertising, public relations, customer relationship management, loyalty programs, sales efforts and strategic alliances.



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## RETAIL

**Ahold USA** has named **Juan De Paoli** as Senior Vice President of Brand Management. He previously was Vice President, Center Store Program Management at Topco Associates. In his new role, De Paoli is responsible for strategic brand management and for the strategic development, growth and profitable execution of the company's brand portfolio.

**Amazon.com** has named **Rachel Thornton** as Head of Marketing, Amazon Student. She previously was Vice President, AMER Marketing at Salesforce.com.

**Big Lots** has named **Andrew Stein** as Senior Vice President, Chief Customer Officer. In this role, he oversees all areas of consumer engagement and customer messaging, including marketing, advertising, brand development and merchandise presentation. Stein most recently was Chief Marketing Officer at Kmart.

**Brooks Brothers** has named **Vivien Kronengold** as Executive Vice President, Chief Marketing Officer. In this role, she is responsible for the company's global marketing strategy and oversight of all areas of marketing communications. Kronengold previously was Chief Marketing Officer at C. Wonder.

**Coldwater Creek** has appointed **Deb Cavanagh** as Senior Vice President, Chief Marketing Officer. She most recently was Senior Vice President, Brand Marketing—LOFT at Ann Taylor. In her new role, Cavanagh leads the company's multi-channel brand marketing and creative services.

**CVS Caremark** has named **Deepak Masand** as Vice President of Retail Marketing and Customer Insights. He most recently was Vice President of Marketing at Staples.

**Forever, Inc.** has appointed **David Ciesinski** as Executive Vice President and Chief Commercial Officer. He previously was Group Vice President and Chief Marketing Officer of the Heinz North America Consumer Products business. In his new role, Ciesinski is responsible for Forever's marketing, sales and business development efforts.

**hhgregg** has named **Julie Lyle** as Chief Marketing Officer. She previously was Chief Marketing Officer at Prudential Corporation Asia.

**Hudson's Bay Company** has named **Michael Crotty** as Executive Vice President and Chief Marketing Officer of Hudson's Bay Company and Lord & Taylor. He has more than 25 years of experience in multi-channel retailing and brand management and previously was Vice President of Marketing at Nordstrom. In his new role, Crotty is responsible for overall marketing strategy for both Hudson's Bay and Lord & Taylor.

**J.C. Penney** has named **Debra Berman** as Senior Vice President, Brand Strategy. She most recently was Vice President, Marketing Strategy and Engagement at Kraft Foods Group.

**Levi Strauss & Co.** has promoted **Jennifer Sey** from Senior Vice President, E-commerce to Global Chief Marketing Officer. In her new role, Sey is responsible for developing marketing strategies across all product categories.

**Patagonia, Inc.** has named **Joy Howard** as Vice President, Marketing. In this role, she is responsible for development and execution of global marketing across all sales channels, as well as for communications and for the wider portfolio of Patagonia initiatives. Howard most recently was Vice President, Marketing for Converse All Star at Nike.

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**Pier 1 Imports** has named **Eric Hunter** as Executive Vice President, Marketing. In this role, he is responsible for the company's brand image and integrated marketing efforts. Hunter most recently was Senior Vice President, Marketing and acting Chief Marketing Officer at J.C. Penney.

**Quicksilver** has named **Nicholas Drake** as Chief Marketing Officer. He most recently served as Managing Director of TBWA/Chiat/Day Los Angeles, a leading advertising agency.

**Save-A-Lot** has named **Jennifer MacLeod** as Vice President of Marketing and Advertising. She previously was a Senior Marketing Officer and Consultant at Aris Wind.

**True Religion** has named **Mary Alderete** as Chief Marketing Officer. In this new role, Alderete shapes the marketing strategy across the company's retail, wholesale, international and e-commerce platforms. She most recently was Vice President, Global Brand Marketing at Levi Strauss & Co.

**Walgreen Co.** has named **Christopher Madaus** as Group Vice President of Brand Marketing. He previously was President and Chief Operating Officer at The Yacobian Group.

### TECHNOLOGY SECTOR

**AccessData** has appointed **Craig Carpenter** as Chief Marketing Officer. He previously was Vice President of Marketing and Business Development at Recommind.

**AddThis** has named **Scott Allan** as Chief Marketing Officer. He most recently was Vice President, Global Marketing at Rakuten LinkShare.

**AirTight Networks** has named **Steven Glapa** as Chief Marketing Officer. In this role, he is responsible for the global structure, strategy and execution of all marketing efforts. He previously was Senior Director of Marketing at Ruckus Wireless.

**BigMachines** has named **Marlene Williamson** as Chief Marketing Officer. In this role, she is responsible for leading the company's global marketing efforts and building upon its market position. Williamson most recently was Vice President of Global Marketing at Hitachi Global Storage Technologies.

**BlackBerry** Chief Marketing Officer **Frank Boulben** left the company. His replacement has not been determined.

**Black Duck Software** has appointed **Phil Granof** as Chief Marketing Officer. Granof is Chairman and Founder of Protobrand, one of Boston's foremost branding consultancies.

**CA Technologies** has appointed **Lauren Flaherty** as Executive Vice President and Chief Marketing Officer. In this role, she oversees all aspects of the company's marketing initiatives. Flaherty previously was Executive Vice President and Chief Marketing Officer at Juniper Networks.

**CloudShare** has named **Valerie Fawzi** as Chief Marketing Officer. In this role, she is responsible for driving the company's marketing strategy and execution. Fawzi has more than 20 years of technology marketing experience and most recently was Vice President of Worldwide Marketing for EVault.

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**Digi International** has appointed **Jeff Liebl** to the newly created position of Chief Marketing Officer. He previously was Vice President of Sales and Marketing at TST Media, Inc.

**Extreme Networks'** Chief Marketing Officer **David Ginsburg** left the company to pursue opportunities as Founder of marketing consultancy Thirasystems.

**iPass** has named **June Bower** as its new Chief Marketing Officer. She has more than 25 years of marketing experience and most recently was Executive Vice President and Chief Marketing Officer at Financial Engines. In her new role, Bower is responsible for all integrated and product marketing.

**Jibe** has named **Alison Shurell** as Chief Marketing Officer. Shurell has nearly two decades of corporate marketing experience, primarily in the B2B software space. She previously was Chief Marketing Officer at Radisphere.

**Jive Software** has named **Elisa Steele** as its new Executive Vice President of Strategy and Chief Marketing Officer. In this role, she is responsible for strategy, branding, end-to-end marketing functions, product marketing, corporate communications and other go-to-market responsibilities. Steele previously was Corporate Vice President and Chief Marketing Officer of Consumer Applications and Services at Microsoft.

**Kobo Inc.** has named **Colin Bettam** as Chief Marketing Officer. He most recently was Vice President of Marketing at LG Electronics. Bettam has more than 20 years of marketing experience and, in his new role, is responsible for building and expanding the Kobo brand internationally through marketing, branding and advertising; marketing communications; public relations; events; sponsorships; and corporate social responsibility.

**Neustar** has appointed **Sujata Gosalia** as Senior Vice President, Marketing. She previously was Partner at Oliver Wyman. In her new role, Gosalia is responsible for developing marketing strategies and offer innovations to fuel growth across the Neustar product portfolio.

**Rackspace** has hired **Rick Jackson** as Chief Marketing Officer. In this role, he leads Rackspace's global marketing strategy. Jackson previously was Chief Marketing Officer at VMware.

**Riverbed Technology** has appointed **Kate Hutchison** as Chief Marketing Officer. In her new role, she is responsible for elevating the Riverbed brand, stimulating increased demand for the company's solutions and driving revenue growth across the entire product portfolio. Hutchison previously was Executive Vice President and Chief Marketing Officer at Polycom.

**Sage Group** has named **Gabrielle Boko** as Executive Vice President of Marketing, North America. She most recently was in a senior marketing role at Cognos.

**Salesforce.com** has tapped **Lynn Vojvodich** as Chief Marketing Officer. She previously was Partner at Andreessen Horowitz.

**ShoreTel** has appointed **Mark Roberts** as Chief Marketing Officer. Roberts, who has more than 20 years of experience in technology marketing, previously was Vice President of Marketing at Mitel. In his new role, he leads marketing strategy, product marketing, demand generation, branding and external communications.

**SocialVibe** has appointed **Christian Borges** as Senior Vice President, Marketing. He most recently was Vice President, Marketing at MRY.

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**SolarWinds** has named **John Rizzo** as Executive Vice President, Chief Marketing and Customer Officer. He has more than 25 years of experience in marketing and technology leadership roles and most recently was Chief Marketing Officer at Jive Software. In his new role, Rizzo concentrates on overseeing SolarWinds' marketing organization and driving the company's marketing activities and new, focused customer experience initiatives.

**SunPower** has named **Erin Mulligan Nelson** as Executive Vice President and Chief Marketing Officer. She previously was Chief Marketing Officer at Bazaarvoice. In her new role, Nelson is responsible for the company's overall global brand and marketing strategies.

**Syncsort** has promoted **Gary Survis** to the role of Chief Marketing Officer. Survis has been instrumental in driving improvements in the company's digital marketing capabilities.

**Vasona Networks** has named **John Reister** as Vice President of Marketing. He previously was Vice President at ARRIS Group.

**Windstream Communications** has named **Matt Preschern** as Senior Vice President, Enterprise Chief Marketing Officer. He most recently was Vice President, Marketing for North American Business Services at IBM. In his new role, Preschern is responsible for brand management, advertising, strategic marketing, product development and marketing, pricing and channel marketing.

### INDUSTRIAL/NATURAL RESOURCES SECTOR

**Ashland** has named **Jeff Fulgham** as Vice President of Global Marketing. He previously was Chief Sales and Strategy Officer at Banyan Water.

**Astrum Solar** has named **Jose Ramos** as Executive Vice President and Chief Marketing Officer. In this role, he is responsible for building and leading a team of talented marketers to drive the next stage of Astrum's growth. Ramos previously was Director of Demand Generation at Blu Homes.

**Echelon Corporation** has named **Wendy Toth** as Chief Marketing Officer. She previously was Chief Marketing Officer at Global IP Solutions, acquired by Google in 2010.

**eSilicon** has appointed **Mike Gianfagna** as Vice President, Marketing. He most recently was Vice President of Corporate Marketing at Atrenta Inc.

**Global Power Equipment Group** has named **Tara Garcia** as Vice President of Marketing. Garcia joined Global Power in February 2013 as Global Commercial Excellence Director.

**Ichor Systems** has named **Kevin McLean** as Senior Vice President, Sales and Marketing. He previously was Senior Vice President of Pricing, Electrical Sector at Eaton.

**MediaTek Inc.** has named **Kristin Taylor** as Vice President, Corporate Marketing. In this role, she leads worldwide Analyst Relations and U.S. Marketing Communications. Taylor most recently was Principal at her own consulting firm, Kristin Taylor Marketing.

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**National Grid USA** has appointed **Lori Acker** as Vice President of Marketing. She previously was Vice President of Strategy at Kraft Foods Group.

**NRG Energy** has named **Sicily Dickenson** as Chief Marketing Officer. She previously was Vice President of Advertising and Promotions at Reliant Energy, an NRG company.

**Pall Corporation** has named **Calvin Tanck** as Vice President, Strategic Marketing—Machinery and Equipment/OEMs. Tanck previously was Global Director of Marketing, ATG Products at Veeder-Root Company.

**Ryder System** has appointed **Karen Jones** as Senior Vice President and Chief Marketing Officer. In this role, she is responsible for leading both the Fleet Management Solutions and Supply Chain Solutions Marketing departments, as well as integrating the management of all marketing and brand-related activities across the company. Jones previously was Chief Marketing Officer at Reliant Energy, an NRG company.

**Schneider Electric** has named **Chris Hummel** as Chief Marketing Officer. He previously was Chief Marketing Officer at Unify.

**Sherwin-Williams** has named **Laura Kelleher** as Vice President of Marketing. She most recently was Americas Marketing Director at Honeywell Scanning and Mobility.

**Sonoco** has named **Marcy Thompson** as Vice President, Marketing and Innovation. She has led the North American Rigid Paper division since 2011. In her new role, Thompson is responsible for the company's marketing function, including developing a consumer insights and end-use market strategy.

**Volkswagen of America** has named **Vinay R. Shahani** as Vice President of Marketing. In this role, he leads and directs all aspects of marketing for the Volkswagen brand in the United States. Shahani most recently was Director of Marketing for Nissan North America.

### FINANCIAL SERVICES SECTOR

**AXA Equitable Life Insurance Company** has named **Ori Ben-Yishai** as Managing Director, Head of Business Line Marketing. In this role, he works with a number of teams to lead the development and implementation of customer-focused marketing programs. Ben-Yishai most recently was Chief Operating Officer of the company's Employer Sponsored division.

**BNY Mellon** has named **Paul Nobile** as Chief Marketing Officer for Investment Management. In this role, he leads global expansion of the investment management franchise. Nobile previously was Chief Marketing Officer at Eaton Vance.

**Check Into Cash** has hired **Barbara Wolf** as its first Chief Marketing Officer. She previously was Vice President, Marketing and Product Development at PLS Financial Services.

**Discover Financial Services** has named **Steve Carmichael** as Vice President of Marketing. He previously was Senior Director at Capital One.

**Liberty Tax Service** has named **Chris Carroll** as Vice President of Sales and Marketing. He most recently was Executive Vice President and Chief Client Officer and Executive Group Director at Zimmerman Advertising.

## Trends and Moves

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**MasterCard** has named **Raja Rajamannar** as the company's new Chief Marketing Officer. He replaces Alfredo Gangotena, who announced his retirement in July. Rajamannar most recently was Executive Vice President, Senior Business and Transformation Officer at WellPoint. In his new role, he is responsible for MasterCard's advertising, sponsorships, promotions, research, insights, and digital and consumer marketing initiatives.

**Morgan Stanley** has appointed **Susan Smith Ellis** to the newly created role of Chief Marketing Officer. In her role, Ellis is responsible for maintaining consistency of the company's marketing efforts across client segments, businesses, functions and geographies. She previously was Chief Executive Officer at Product (RED).

**MSCI** has appointed **Darla Hastings** as Chief Marketing Officer. She brings three decades of marketing experience in the investment management industry and, in her new role, works closely with the firm's senior management and existing marketing communications teams. Hastings previously was Chief Marketing Officer at Norton Rose Fulbright.

**Sequoia Capital** has named **Blair Shane** as Chief Marketing Officer. She most recently was Associate Dean and Chief Marketing Officer at Stanford Graduate School of Business. Shane replaces Mark Dempster, who is launching an independent advisory service for founders.

**Silicon Valley Bank** has appointed **Michelle Draper** as Chief Marketing Officer. She previously was Senior Vice President of Institutional Services Marketing at Charles Schwab.

**TIAA-CREF** has appointed **Andy Arenberg** as Head of Asset Management Marketing. He previously was Managing Director, Global ETF Distribution at Russell Investments.

**Wilshire Bancorp** named **Jung Hak Son** as Executive Vice President and Chief Marketing Officer in September; he then stepped down from the role in December. Son spent his entire career working with Korean-American banks in the Los Angeles area.

### PROFESSIONAL SERVICES SECTOR

**Academic Partnerships, LLC** has named **Jeffrey Mayer** as Vice President of Marketing. He previously was Executive Director of Marketing at Kaplan.

**CBRE Group, Inc.** has appointed **Paul Suchman** to the newly created position of Chief Marketing Officer. In this role, he is responsible for all global marketing functions and activities. Suchman, who has more than two decades of B2B marketing and brand-building experience, previously was Executive Vice President and Worldwide Director at BBDO NY.

**LifeLock** has named **Seth Greenberg** as Chief Marketing Officer. He most recently served as Vice President, Social, Advertising, Brand and Digital Strategy for Intuit. In his new role, Greenberg is responsible for enhancing the LifeLock brand, raising awareness and driving new member adoption.

**Lowenstein Sandler LLP** has named **Elizabeth Cundiff-Kluhspies** as Chief Marketing Officer. She previously was Practice Development Director for the Americas Disputes and Competition practice at White & Case LLP. In her new role, Cundiff-Kluhspies is responsible for the firm's strategic growth of its core practice areas and national platform.

# Trends and Moves

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**North Highland** has named **Matthew Klein** as Chief Marketing Officer. He previously was Senior Vice President, Head of Global Marketing and Communications at Aon. In his new role, Klein is responsible for the company's global marketing and public relations programs, including branding, messaging and communications efforts.

**Pitney Bowes** has named **Bill Borrelle** as Senior Vice President, Brand Strategy and Integrated Marketing. He previously was Chief Executive Officer at mcgarrybowen. In his new role, Borrelle leads the company's brand and digital media strategy, marketing communications, advertising and events.

**Sterling Infosystems** has appointed **Julia Mair** as Chief Marketing Officer. She previously was Vice President, Consumer Marketing and Circulation at *The Wall Street Journal*.

## HEALTHCARE SECTOR

**Aetna** has named **Dijuana Lewis** as Executive Vice President of Consumer Products and Enterprise Marketing. In this role, she is responsible for aligning consumer-focused businesses, products, services and capabilities in order to deliver a personalized, end-to-end consumer experience. Lewis previously was Senior Vice President of Healthcare Solutions at Wal-Mart Stores, Inc.

**Align Technology** has hired **John Graham** as Vice President, Marketing and Chief Marketing Officer. In this role, he is responsible for the company's global marketing strategy, among other duties. Graham has nearly two decades of marketing experience and previously was Vice President and Chief Marketing Officer at GlaxoSmithKline Consumer Healthcare.

**xG Health Solutions** has named **Tatiana Nikitina** as Chief Marketing Officer. In this role, she is responsible for the development and deployment of an effective marketing strategy that will drive the xG Health brand and services. Nikitina previously was Vice President, Customer Development at Vitals.com.

## NONPROFIT SECTOR

**The Chicago Community Trust** has appointed **Daniel Ash** as Chief Marketing Officer. He previously was Vice President, Strategic Communications at Chicago Public Media. In this role, Ash is lead brand manager, responsible for the development, oversight and implementation of communications and for the marketing, public relations and government relations strategies.

**Choose Chicago** has appointed **Shana Lee** as Chief Marketing Officer. She previously was Vice President and Commercial Director of Hospitality at Travelport. In her new role, Lee is responsible for defining a sales and marketing strategy to further elevate Chicago's brand globally with a focus on leisure and business travel to Chicago.

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