



# Change Gauge: 20 key marketing moves

CEOs are on the lookout for 'seat-at-the-table' business partners. Plus, companies continue to move toward managing brands on a global basis

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WHEN A CEO HIRES a chief marketer, he or she is not looking for someone to simply manage the marketing department. The CEO needs a "seat-at-the-table" business partner who can be a thought leader for the corporation, providing a broad-based commercial perspective on the business, as opposed to a more narrowly focused brand-building approach.

Look at Research In Motion's hire of Roger Baxter, now VP-brand marketing communications. As the former Chief Strategy Officer at Publicis, Mr. Baxter's ability to think big will be put to use as RIM looks to revamp its aging BlackBerry products.

It is also still the CMOs job to manage brand equity and be the keeper of the corporate reputation. More than ever before, CMOs are expected to be the brand ambassador as well as brand custodian. This becomes more and more challenging as CMOs give up some control of brand messaging in the new world of consumer-centric digital and social media. Growth in the top and bottom line must be achieved through marketing tactics that have been redefined with the explosion of grassroots digital and social-media options. Some companies, like Procter & Gamble, are recognizing this with the creation of specialized roles: The packaged-goods giant recently named Ilonka Laviz, former associate marketing director on its Always brand, to the role of marketing director-digital brand-building strategy, global e-commerce.

We also continue to see a trend toward managing brands on a global basis. In recent months, Volvo and Adidas promoted executives into new roles that will have global responsibilities, while Samsung cited the global marketing expertise of Todd Pendleton, a Nike alum, in discussing his hire. PepsiCo also revamped its marketing ranks, adding Brad Jakeman, formerly of Activision Blizzard, to a newly created global role.

## ABOUT THE AUTHORS

■ Alan Cork concentrates on helping clients find consumer and customer-focused leaders in a variety of industries. He is a member of Russell Reynolds' Consumer Products and Services, Leisure and Hospitality and Marketing Officers practice groups. Alan is based in Minneapolis/St. Paul.

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## CMO CHANGE GAUGE

Search firm Russell Reynolds Associates highlights key executive moves from the second quarter exclusively for Ad Age.

NAME	CURRENT ROLE	PREVIOUS ROLE
<b>Scott Ballantyne</b>	Chief marketing officer <b>Vonage Holdings</b>	Senior VP-marketing <b>Tendril Networks</b>
<b>Roger Baxter</b> →	VP-brand and marketing communications <b>Research In Motion</b>	Exec VP-chief strategy officer <b>Publicis</b>
<b>Paul Chibe</b>	VP-U.S. marketing <b>Anheuser-Busch InBev</b>	Senior VP, GM, gum and mints <b>Wm. Wrigley Jr. Co.</b>
<b>Bryan Crowley</b> →	Chief marketing officer <b>Pabst Brewing Company</b>	VP-marketing and sales <b>Mars Food</b>
<b>Gabriel Dalporto</b>	Chief marketing officer, <b>Lending Tree</b>	Chief marketing and strategy officer <b>Zecco Holdings</b>
<b>Hermann Deininger</b>	Chief marketing officer <b>Adidas</b>	Chief marketing officer <b>Adidas Sport Style</b>
<b>Josh Goldstine</b> →	President-marketing <b>Universal Pictures</b>	Senior creative executive <b>Sony Pictures</b>
<b>Rick Gomez</b>	VP-brand marketing <b>MillerCoors</b>	VP-marketing <b>Coors Brands</b>
<b>Marc de Grandpre</b>	Chief marketing officer <b>Imax</b>	VP-consumer marketing <b>Firethorn, Qualcomm</b>
<b>Brad Jakeman</b> →	President-global enjoyment and chief creative officer <b>Global Beverages Group, PepsiCo</b>	Exec VP-chief marketing officer <b>Activision Blizzard</b>
<b>David Kroll</b>	VP-marketing <b>Dyson</b>	VP, GM Asia Pacific <b>Alberto Culver, Unilever</b>
<b>Ilonka Laviz</b> →	Marketing director-digital brand-building strategy, global e-commerce, <b>Procter &amp; Gamble</b>	Associate marketing director <b>Always, Procter &amp; Gamble</b>
<b>Simon Lowden</b> →	Chief marketing officer <b>Pepsi Beverages Co., PepsiCo</b>	Senior VP-chief marketing officer <b>PepsiCo International</b>
<b>Kirsten Lynch</b>	Chief marketing officer, <b>Vail Resorts</b>	Chief marketing officer <b>Quaker, PepsiCo</b>
<b>Scott Moffitt</b> →	Exec VP-sales and marketing <b>Nintendo</b>	Senior VP-GM <b>Henkel Personal Care Division</b>
<b>Betty Noonan</b>	VP-marketing <b>Panasonic Corp., North America</b>	VP-director, consumer marketing <b>Eastman Kodak</b>
<b>Todd Pendleton</b>	Chief marketing officer <b>Samsung</b>	Global brand communications director, <b>Nike</b>
<b>Tom Silk</b> →	Senior VP-marketing and communications <b>KB Home</b>	VP-marketing <b>PepsiCo</b>
<b>Doug Speck</b>	Senior VP-marketing, sales and customer service, <b>Volvo Car Corp.</b>	President <b>Volvo Cars of North America</b>
<b>Ira Rubenstein</b> →	Exec VP-digital marketing <b>Twentieth Century Fox</b>	Exec VP-global digital media group <b>Marvel Entertainment</b>