

Marketing Moves

Q4 2010



With the evolving economic landscape companies have developed new strategies to effectively compete in the global marketplace. Recent trends show that successful companies are strengthening their marketing skills and instilling a customer-focused mindset in a critical mass of their managers with the goal of improved performances.

Companies who are successful with this approach are those CEOs and top executives who make marketing a priority. In turn, changing the marketing mindset of a stagnant or post-recession company has meant making tough people decisions.

Successful marketers have shown extraordinary adaptability, flexibility and responsiveness in this environment. We are seeing CMO behaviors tip towards more experimentation and test-and-learn programs; more digital integration (rather than siloing those skills); more focus-on consumer/customer/client engagement and actionable feedback loops; and simply, more action. The result of Google's unsuccessful bid to acquire Groupon does not "change everything," but it can't be ignored as a leading indicator that tangible, measureable, local action is critical to the marketing mix. (And we think Google could save a ton of money to "go local" just by buying DexOne or the like.)

From a CMO mobility factor, there has been a significant up-turn in search activity. We believe our clients across every sector are confident that consumer/customer/client growth can be strategically stimulated by reinvesting in marketing leadership. You might be sensing that yourself with increased recruiting calls. Let's hope for continued momentum in 2011! More specifically, here is what we are seeing by sector:

Consumer Sector

- **Consumer Products and Marketing Services:** Leaders in FMCG are grappling with a global shift in spending patterns. Consumer expectations around purchasing and delivery models as well as the overall customer experience continue to evolve, requiring companies to continually innovate to meet these new demands. Successful marketers within consumer companies need to sharpen their consumer insights, develop new offerings, reduce time to market and optimize supply chains for success.
- **Media, Entertainment and Convergence (MEC)/E-Commerce:** With a projection of better than six percent growth over the next five years, it is widely believed that the media and entertainment sector will continue with the success it has enjoyed over the past decade. Consensus forecasts suggest that most of the growth will come from new digital media that was designed from inception to be interactive.
- **Retail:** Retailers are beginning to think of the future needs of the consumer, and what must be done to ensure they will continue to attract, engage and serve the customer. Yesterday, consumers would often go online from home to research product information, competitive pricing and user reviews before purchasing in the store. Today, there is a rapidly growing use of mobile devices to do these same things from within the store for real time research at the point of sale. Retailers and sales associates must be equipped with at least the same technology and access to information in order to continue to provide value, assistance and competitive differentiation.

Financial Services Sector

Overall, we anticipate continued strong activity and demand for marketers across the full spectrum of financial services. Retail and consumer financial services will continue to focus on demand generation, online and quantitative marketing skills. Brand marketers will still play a role at the enterprise level with an anticipated need for brand migration in the face of acquisitions.

Industrial and Natural Resources Sector

As marketers in the B2B arena budget for 2011, they remain cautious but willing to invest in their growth. The adoption of digital marketing has typically been slow but companies have recently been exploring social media, virtual events/webinars and search engine optimization. This growing trend is a result of the changed behaviors of B2B buyers and the perceived cost effectiveness of these marketing channels.

Technology Sector

As the trend continues of traditional tech hardware companies moving further in the direction of software and services business models, the need for visionary marketing leaders will continue to grow. Marketers with CPG and/or retail roots who are able to adapt to new industries, both from a product and cultural perspective, are being viewed by these companies as critical to their transformation. Adaptability, flexibility and the willingness to change course quickly when new innovations arise are critical attributes for driving business-focused marketing strategies in this sector today.

Not-For-Profit Sector

The recession has been tough on 501(c)3s and college endowments. Thus, 2011 marketing roles will reflect the increased pressure to identify, segment and attract donations at the individual level. We expect to see continued demand for highly skilled marketers who are motivated by mission more than personal compensation.

Healthcare

- **Pharma/biotech:** There continues to be a need for experienced therapeutic-specific product launch experience across most companies, whether launching a new cancer drug or a combination therapy. The skills are rapidly changing with nearly every client now requiring recent launch experience due to the relatively current use of technology to more rapidly increase penetration, share of voice and, of course, revenues. Tools such as Facebook, Google searches, text messaging, Twitter, etc., are quickly becoming acceptable in large and small pharmaceutical and biotech companies. Most marketers will correctly argue that these tools represent a very minor (less than 10%) impact on sales, but most agree that influence is increasing rapidly. We're finding the agencies often have the best talent in these tech areas.
- **Devices:** There hasn't been too much change in this market, but we expect medical technology companies, like pharma/biotech, to begin to rapidly adopt online resources more aggressively as well. Medical products companies have generally been more successful in developing and launching new products over the past five years and therefore feel less pressure to maximize revenues as fast as possible—but that is changing.
- **IT:** Significant monies are being spent on technology and, as a result, the better companies are spending large sums on online marketing tools and technologies to rise above the noise—noise that is caused by the large expenditures on IT solutions, which is causing many new entrants. Marketing in general has not been very sophisticated in healthcare IT companies but they are quickly catching up by bringing in outside talent and adapting that experience to healthcare.
- **Hospitals/Payers:** Again, this is an area that has historically not been known for marketing. Given the pressures on hospitals to cut costs, there is very little effort being made to upgrade marketing talent. Some payors have invested in marketing with great success including Medco and CVS/Caremark. On the other hand, the more traditional insurers have not yet begun to discover the value of marketing in general—though some regional players have been experimenting with apparent success.

Consumer Sector

Consumer Products and Marketing Services

Beiersdorf Inc. announced changes to its management team. **Ian Holding**, President of Beiersdorf North America, has been promoted to the global role of Corporate Vice President, Global Sales Strategy. **Robert Taylor-Hughes**, Managing Director of Beiersdorf, Middle East, North Africa and West Asia, succeeds Holding as President, Beiersdorf North America. **Magnus Jonsson**, Director of Marketing for Nivea for Men and Consumer Insights, was promoted to Vice President, Marketing, Beiersdorf Inc., which includes oversight of the Nivea, Nivea for Men, Nivea Lip Care, Nivea Body Wash, Eucerin and Aquaphor Brands. He succeeds **Nicholas Maurer**, who was recently promoted to Corporate Vice President, Global Skincare.

Burton's Foods appointed **Stuart Wilson** to lead the marketing department under a newly created role of Chief Marketing Officer. Under the new structure, the company will adopt a new business-focused strategy for its brands. Wilson is responsible for marketing all of Burton's brands produced under license, including Cadbury chocolate and biscuits and Green & Black's biscuits.

The Coca-Cola Company appointed **Santiago Blanco** Senior Vice President, Sports, Energy and Water Brands in Japan. Blanco has worked for the company since 1994 and most recently held the title of Vice President, Sparkling Flavor Brands at their headquarters in Atlanta. In the U.S., Coca-Cola restructured its marketing team and brought in **Ivan Pollard** to lead this effort as Vice President, Global Connections. He came from Naked Communications in London, where he served as Global Partner and worked with Coca-Cola. The following report to Pollard: **Rebecca Messina**, Vice President, Marketing Capability and Integration; **Jonathan Mildenhall**, Vice President, Advertising Strategy and Content Excellence; **David Butler**, Vice President, Global Design; **Scott McCune**, Vice President, Global Partnerships and Experiential Marketing; and **Abby Rodgers**, Vice President, Sustainability Strategy and Communication.

Eastman Kodak named **Pradeep Jotwani** Senior Vice President and Chief Marketing Officer to oversee the company's consumer digital businesses and corporate marketing efforts. Jotwani will also serve as President of the Consumer Digital Imaging Group and as Chief Marketing Officer. Previously, he was Senior Vice President, Supplies Imaging and Printing Group at Hewlett-Packard.

The Estée Lauder Companies promoted two key executives as part of efforts to continue building global momentum on its signature brand. **Daniel M. Aneese** was promoted to the newly created position of Senior Vice President, Global General Manager, Market Development. This role gives Aneese responsibility for the growth and profitability of the business in the brand's six geographic regions—North America, Europe/Middle East/Africa, Asia-Pacific, Latin America, Travel Retail and the United Kingdom. **Charisse Ford** was also promoted to Senior Vice President, Global Marketing responsible for global product marketing programs for the skincare, makeup and fragrance categories. The MAC family, under Estée Lauder, also made some management changes. **Jennifer Balbier** was promoted from Senior Vice President, Global Product Development of MAC to Senior Vice President, Global Product Development, Artistry Brands. MAC Cosmetics also promoted **Karen Buglisi** to Global Brand President, MAC, after serving as Senior Vice President and General Manager of MAC, responsible for global sales, artist training and development, finance and forecasting. In her new role she adds marketing and global communications to her responsibilities and will work closely with the creative and product development teams. Also, **James Gager** was named Senior Vice President, Group Creative Director for MAC, La Mer and Jo Malone Worldwide. He previously served as Senior Vice President Creative Director, MAC Cosmetics Worldwide. For the Clinique side of the business, **CeCe Coffin** was promoted from Vice President to Senior Vice President, Global Communications, Clinique, and **Ricardo Quintero** was promoted to the newly-created position of Senior Vice President, Global General Manager, Market Development, Clinique. He is responsible for providing global leadership to achieve growth and profitability for Clinique across all regions and markets, including North America, Latin America, the United Kingdom, Europe/Middle East/Africa, Asia-Pacific and Travel Retail. Quintero joined The Estée Lauder Companies in 1999 and most recently served as Senior Vice President, General Manager, Clinique, Americas.

Chris Perry succeeded Jim Campbell as Vice President, Marketing of Chevrolet at General Motors. Perry is charged with reconnecting consumers to the Chevrolet brand. He joins from Hyundai Motor America, where he served as Vice President, Marketing. **Jim Campbell** was promoted to Vice President of GM's Performance Vehicles and Motorsports Unit. Campbell will integrate the engineering and marketing of performance versions of current GM models and is responsible for all of GM's motorsports activities. General Motors also announced that **Joel Ewanick** was promoted to Global Chief Marketing Officer, a new position to oversee marketing for the automaker's brands globally. He joined the company in May 2010 as Vice President, U.S. Marketing.

Heineken USA announced that **Kheri Holland Tillman** joined as Vice President of Trade Marketing and Sales Strategy to help focus and enhance the company's efforts in creating the industry standard in delivering marketing programs to wholesalers, retailers and consumers. The company has also promoted **Colin Westcoott-Pitt** to the role of Vice President, Marketing for Dos Equis, Newcastle and Amstel Light, succeeding Tillman.

Hilco Consumer Capital, the private equity firm that owns brands like Polaroid, the Sharper Image and Linens 'n Things, hired marketer **Mitchell C. Berk** as its Chief Executive Officer. Prior to joining Hilco, Berk was Founder of Entertainment Marketing Inc., a consulting firm that specialized in linking brands to popular music acts.

Hormel Foods announced several executive marketing promotions including **Steven G. Binder** to Executive Vice President, Refrigerated Foods; **Ronald W. Fielding** to Executive Vice President of Corporate Strategy, Planning and Development; **Thomas R. Day** as Group Vice President, Foodservice; **James M. Splinter**, Vice President, Marketing for Hormel Foods consumer products in the Refrigerated Foods division; and **Steven J. Venenga** as Director of Marketing, Meat Products.

Jones Soda Company announced **Mike Spear** joined the company as its new Marketing Director. Spear was promoted from his previous role as head of interactive marketing for Jones Soda, and is tasked with overseeing all marketing strategy as the company expands distribution nationwide and continue to maintain its online marketing and social media strength. Spear has been with the company for eight years, starting in a dual role covering both consumer response and marketing.

Kraft Foods announced that **Mary Beth West**, its Chief Marketing Officer, has been named Kraft's Chief Category Officer. West served as marketing chief for three years, and will now head the gum, candy, chocolate and business global category teams, along with Kraft's multi-billion dollar marketing division. She continues to report to Chief Executive Officer Irene Rosenfeld.

The L'Oreal Group announced that **Marc Menesguen** joined the company as its first Chief Marketing Officer. Menesguen is a 25-year veteran of the company's marketing and general management ranks for the post and most recently led L'Oreal's luxury product division as Managing Director.

Michael Barclay was named Vice President, Marketing at Lansinoh, a maker of breast-feeding products. In his new role, Barclay will coordinate all North American marketing activities while leading the brand marketing, consumer relations and professional relations teams. Prior to joining, he was Brand Manager at SC Johnson.

MillerCoors added the title of Executive Vice President to Chief Marketing Officer **Andy England**. His additional title adds communications, government affairs and business strategy to his responsibilities.

Mountain Hardwear, a wholly-owned subsidiary of Columbia Sportswear Company, named **Joe Flannery** Vice President, Global Marketing with responsibility for the Mountain Hardwear and Montrail brands. He has served in leadership roles at companies including The North Face, Adidas and Nike-Bauer Hockey.

Revlon named consumer-products veteran **Julia Goldin** as its Chief Marketing Officer in hopes of bringing new thinking to the company's global portfolio and iconic brands. Goldin spent 13 years at Coca-Cola, most recently as Deputy Chief Marketing Officer of its Japanese business.

Saucony appointed **Chris Lindner** to the newly created role of Senior Vice President and Chief Marketing Officer. In this role, Lindner is responsible for providing strategic development and execution of Saucony's global branding initiatives, including brand positioning, marketing and retail strategies, as well as advertising, general marketing communications and digital strategies. Prior to this role, he served as Vice President, Global Marketing at Converse.

Sara Lee Foodservice announced that **Charlie McConnell** joined the company as Director of Customer Marketing, Broadline. In this role, he is responsible for defining and executing broadline segment strategies. He most recently served as Customer Marketing Manager at Unilever Foodsolutions.

Welch's announced that **Matthew Wohl** has been appointed Chief Marketing Officer. He joined following a 16 year career at Gillette (Procter & Gamble), where he most recently served as General Manager of Blade and Razor Systems. At Welch's, Wohl has drawn on his wealth of sales and brand building experience to help fuel the long-term development and continued success of the company.

Thano Chalta joined WellPet as Chief Marketing Officer. He is charged with leading all aspects of marketing, including brand management, new product innovation and marketing services. Chalta most recently served as Vice President, Marketing at UST Inc.

Media, Entertainment and Convergence

ChaCha announced **Shawn Schwegman** has been promoted to Chief Marketing Officer, a newly created position. Schwegman joined ChaCha in June 2010 as Vice President, Web Products. In his new role, he is now responsible for customer focus across all of the company's products including chacha.com, mobile answers service, iPhone and Smartphone applications, mobile web versions of ChaCha and the company's marketing and brand strategies for both national and international markets.

Valerie Van Galder has been brought in by Disney as a consultant to handle the marketing of the fourth "Pirates of the Caribbean" film. Galder formerly led marketing at Sony Pictures and Fox Starlight.

eBay announced **Richelle Parham** joined the company in the new role of Chief Marketing Officer, eBay North America. She joins from Visa, where she most recently led Global Marketing Services for Visa.

Magazine Publishers of America (MPA) named **Andrew Jung** Executive Vice President and Chief Marketing Officer to promote the value of magazine media—print and digital—to advertising and marketing decision-makers. Jung achieved national prominence in his role as Senior Director of Advertising and Media for Kellogg Company.

Majesco Entertainment announced **Christina Glorioso** joined the company as Chief Marketing Officer. In this newly created role, she will oversee all brand management, creative, media and marketing initiatives. Glorioso joins from Viacom, where she most recently served as Vice President, Marketing, MTV Games.

Martha Stewart Living Omnimedia announced **Sarah Gormley** joined the company as Senior Vice President, Communications and Marketing. Reporting to Executive Chairman Charles Koppelman, Gormley is tasked with developing the communications strategy for the company's media and merchandising business, and devising marketing plans for select initiatives. She joins from IMAX Corporation, where she served as Vice President, Corporate Communications.

Judith Bitterli joined RealNetworks as the firm's new Chief Marketing Officer. She most recently provided strategic marketing consulting for the company, focused on its upcoming launch of a personal media cloud service for consumers. She has previously served at Direct Impact, Micron Electronics and Softbank.

ShoeDazzle.com announced **Hope W. Neiman** joined the company as Chief Marketing Officer, a newly created role. She oversees multiple teams including Marketing, Business Development, Public Relations, Creative, Website Design and Consumer Experience. She recently served as Vice President, Online and eCommerce for Beachbody.

Time has reorganized its corporate sales and marketing operations to make it easier for marketers to buy ads across magazines while lessening its dependence on the battered ad market. As part of the reorganization, **Stephanie George** has been named Chief Marketing Officer, a newly created role. She joined Time in 2001 as President of InStyle Magazine and was named President of Advertising Sales and Marketing in 2008. In her new position, George runs marketing services and other revenue-generating opportunities not tied to the individual brands.

Patrick Reynolds joined Triton Media as Executive Vice President, Marketing. He was previously with Ando Media, where he served as Senior Vice President and was responsible for product development, marketing and advertising operations.

Simon Walsh joined General Sentiment as Vice President, Sales and Marketing. In his new role, he is responsible for all the sales and marketing efforts for the organization, which is a media-measurement firm that helps big companies gauge online sentiment for their brands.

Retail

Art Van Furniture appointed **Diana Sikes** as Senior Vice President of Marketing and Public Relations to oversee and direct all aspects of advertising, internet, community relations and public relations activities. For the past year, Sikes has been the primary representative to Art Van from the advertising agency Sussman/Sikes, where she was Partner.

Barnes & Noble announced two new appointments to strengthen the leadership team for its digital and e-commerce businesses and to drive its growth in digital content, devices and online retail. **Jamie Iannone** was named President of Barnes & Noble Digital Products and **John Foley** joined the company as President of Barnes & Noble E-Commerce. Iannone is responsible for all Nook eReading devices, software, accessories and retail integration and experiences; eBooks and digital content; and third-party partnerships. Foley manages the BN.com online retail business including books, children's books, toys and games, music, movie, home and gift items, electronics and marketplace, as well as merchandising, online and search marketing.

Best Buy named **Aura Oslapas** Senior Vice President and Chief Design Officer to lead Best Buy's design and brand identity team worldwide. Oslapas has more than 25 years experience in design, most recently serving as Principal of A+O Design Methods, a boutique design agency in San Francisco. Best Buy also named **Sean Connolly** Senior Director of Marketing for the Computing group. He most recently was a marcom consultant for a variety of corporate and agency clients. Prior to consulting, Connolly was Vice President, Brand Media and Corporate Partnerships for XM Satellite Radio.

Brinker International has named **Ian Baines** Senior Vice President of Strategic Innovation for Brinker and Chili's Grill & Bar to oversee such initiatives as kitchen and culinary innovation, as well as lead the brand's remodeling efforts of more than 800 company-owned Chili's locations nationwide. He previously served as President and Chief Executive Officer of Smokey Bones, a Darden restaurant. The company also promoted **Carin Stutz** to President of Brinker's Global Business Development to supervise business decisions and restaurant operations for all international locations while engaging Brinker's international goals and objectives.

The Finish Line announced that **Samuel M. Sato** has been promoted to President, Chief Marketing Officer, and **Steven Schreibman** has been named Vice President, Chief Marketing Officer. Sato, who has been with Finish Line since 2007, previously served as Executive Vice President, Chief Marketing Officer. Sato continues to oversee all of Finish Line's merchandising and marketing initiatives while also taking on responsibility for the company's commerce business. Schreibman now reports to Sato and is responsible for leading all Finish Line branding and marketing initiatives. He comes to Finish Line from Nationwide Insurance, where he most recently served as Vice President, Advertising and Brand Management.

The Great Atlantic & Pacific Tea Company announced that **Tom O'Boyle** was appointed Executive Vice President, Merchandising and Marketing. He is responsible for leading the merchandising, marketing, supply and logistics departments to develop a cohesive synergy between these critical functions, reporting to President and Chief Executive Officer Sam Martin. O'Boyle brings more than 25 years of retail experience in merchandising and marketing including management positions in Jewel Food Stores and Albertson's. The company also announced **John Moritz** has joined as Senior Vice President of Marketing. He recently served as Division Vice President, Marketing at Sears Holding Company.

Hayneedle announced **Jason Goldberger** was promoted to Senior Vice President, Marketing, Merchandising and Site, while **Dawn Block** was named Vice President, Merchandising. Goldberger has been a member of the Hayneedle executive team since joining the company in 2007 as Chief Merchandising Officer. Block began her career at the company in 2003 as a buyer and most recently served as Director, Product Development.

Susan G. Neal has been named Senior Vice President, E-Business and Digital Strategies at Men's Wearhouse, where she is responsible for enhancing the company's e-business initiatives, expanding its online presence and launching e-marketing digital solutions. Neal has almost two decades of experience in specialty retail, most recently exercised at The Gymboree Corporation as Vice President E-Commerce and Business Development.

Robert J. "Bob" Howard has been named Vice President, Marketing of Schnuck Markets. He will oversee advertising, marketing services, consumer research, food education and private-brand development. Howard previously held positions with Luxottica Retail, Chiquita Brands, Perfetti Van Melle, Kellogg's, Tyson Foods and Kraft Foods.

Sears Holdings appointed **David Friedman** Senior Vice President and President, Marketing, responsible for the oversight and leadership of the marketing business unit. Friedman most recently served as President, Americas for Razorfish, one of the world's largest interactive marketing and technology companies.

Shopko announced **Dianne Parker** has joined as Vice President, Customer Relationship Marketing. Most recently, Parker served as Vice President, Database and Direct Marketing at School Specialty, where she was instrumental in building their corporate database marketing team. The company also appointed **P. Michael Sidders** as Vice President, E-Commerce. Sidders joined Shopko from The Occasion Group, where she served as Vice President E-Commerce Marketing.

St. John named **Jessica Dennis** Senior Vice President, Marketing, and **Fabio Guidetti** Senior Vice President, International. Dennis previously was Vice President, Marketing and Public Relations at Henri Bendel, and Guidetti held sales and business development positions at Donna Karan International.

Matt Kistler, who previously was Vice President, Sustainability of Wal-Mart, was named Vice President, Marketing Operations, a new role focused on local marketing initiatives supporting store operations. **Andrea Thomas** has been promoted from Vice President, Hardlines, Home and Entertainment to Senior Vice President, Sustainability.

Leisure & Hospitality

Denis Hennequin joined Accor as their Chief Executive Officer. Most recently, he was with McDonald's Corporation.

CiCi's Pizza announced the appointment of **Nancy Hampton** as Chief Marketing Officer. Most recently, Hampton was a marketing consultant at Folio Company and prior to consulting she held the title of Vice President, Brand Strategy, Romano's Macaroni Grill, part of Brinker International.

Denny's named **Frances Allen** Chief Marketing Officer. In this role, she is charged with enhancing the focus of the company's national and local marketing efforts in order to re-energize and grow the Denny's brand. Allen previously held the same role from 2007-2009 at Dunkin' Brands. She succeeds interim Chief Marketing Officer and Board Chair Debra Smithhart-Oglesbuy.

Equinox named **Cie Nicholson** Chief Marketing Officer of Equinox to oversee brand strategy and creative development, marketing communications including advertising and promotions, and new brand and product development across the company's lifestyle brands. Nicholson most recently served as Chief Marketing Officer of PepsiCo.

Robert Victoria, a top consumer marketing executive for the Foxwoods Resorts Casino, has taken on an expanded role as the new Chief Marketing Officer for the casino and its MGM Grand complex. Victoria is responsible for all marketing and sales initiatives, e-commerce, database marketing and public relations and brand management at the casino-and-entertainment complex. Victoria reports to interim gaming enterprises President William Sherlock.

Friendly Ice Cream Corporation announced the appointment of **Andrea M. McKenna** as Vice President of Marketing and Chief Marketing Officer. Her efforts will help the company focus on building the brand's foundation as they create the Friendly's of the future. McKenna comes to Friendly's following eight years with Talbots, where she served as Senior Vice President of Marketing.

Dwayne Chambers joined the company as Senior Vice President and Chief Marketing Officer. He leads all domestic and international marketing operations for Krispy Kreme. Prior to joining, Chambers was Senior Vice President of Marketing and Brand Development at Fuddruckers.

McDonald's Corporation named **Steve Easterbrook** President of the company's European division. This announcement comes after Easterbrook was promoted to Global Chief Brand Officer, a newly created position. Easterbrook succeeds Denis Hennequin.

Pizza Inn appointed **Kendra Shier** Vice President, Marketing, where she will play a critical role as the company continues to add new locations, advances its new restaurant design, remodels existing locations and earns a much larger share of the market. She recently served as Vice President, Brand Development at The Melting Pot Restaurants.

Yum Restaurants International appointed **Javier Benito** as Managing Director, Europe, FBU (EFBU) reporting to CEO Graham Allen. Benito is responsible for working with franchisees to drive short-term performance and long-term growth for KFC, Pizza Hut and Taco Bell across Europe. Benito joined Yum! in April 2008 and last held the role of Executive Vice President of Marketing and Business Strategies.

Financial Services Sector

Michael W. Zuna succeeds Jeff Charney as Senior Vice President and Chief Marketing Officer at Aflac. He was previously Vice President, Marketing at the company.

Longtime Charles Schwab marketing executive **Becky Saeger** has left the company. Saeger joined Schwab in 2004 as Executive Vice President, Brand Management and Marketing Communications, and became Chief Marketing Officer in 2005. Other Schwab marketing executives have assumed her responsibilities while the company searches for a new Chief Marketing Officer.

Citigroup has moved its Global Chief Marketing Officer **Lisa Caputo** into the public sector group of its institutional clients group as Managing Director and Senior Coverage Banker. Her marketing responsibilities have been assumed by **Ed Skyler**, Citigroup's Head of Global Public Affairs, and **Michelle Peluso**, Chief Marketing Officer for its North American consumer business.

Jeff Charney has been named Chief Marketing Officer of Progressive Insurance. Charney recently served as Senior Vice President and Chief Marketing Officer at Aflac.

Scottrade promoted **Kim Wells** to Chief Marketing Officer after serving as Director of Branding and Web Site Marketing for the company. She now leads the firm's overall strategy in advertising, branding, public relations, marketing research and direct marketing. Wells succeeds **Chris Maloney**, who left in February to become Senior Vice President and Chief Marketing Officer of Experian's consumer direct business.

Barbara Glasser has been named Senior Vice President at TD Financial Group to lead marketing for the organization's non-retail bank businesses including discount/online brokerage, wealth management, private banking, asset management/mutual funds, and the investment bank. Prior to her move to Toronto, Glasser ran her own consulting firm and earlier in her career was Managing Director, Global Head of Marketing at Citigroup Global Markets.

TIAA-CREF announced **Jackie Shoback** joined the company as Head of Retail Marketing and Senior Vice President. She is primarily focused on the retail side of the business, but she will also be involved on the institutional side and span all various customer segments. Most recently, Shoback was Senior Vice President, Sales and Services at Fidelity Investments.

Amy Radin joins E*Trade as Executive Vice President and Chief Innovation Officer, where she is responsible for identifying and assessing trends and opportunities in the financial services industry. Previously, she was Senior Vice President and Chief Marketing Officer at Reader's Digest Association.

Industrial And Natural Resources Sector

Aircell has announced that **Ash Eldifrawi** joined the company as Executive Vice President and Chief Marketing Officer. In this role, he is responsible for all customer facing functions including sales, marketing, customer care and portal design. In addition, he leads Aircell's initiatives in in-flight e-commerce, content and advertising. Eldifrawi joins from Hayneedle.

Aleris Rolled Products has named **Stephen Stone** Vice President of Sales and Marketing of its North America business. Stone will lead all sales and marketing activities for aluminum rolled products. He joins Aleris from Cytec Industries, where he served most recently as Vice President for High Performance Industrial Materials, Performance Chemicals and Polymer Additive businesses.

Bombardier Aerospace announced the appointment of **Charles (Chet) R. Fuller** as Senior Vice President of Sales, Marketing and Asset Management for the Commercial Aircraft sector. Before joining Bombardier, Fuller was Chief Marketing Officer and, most recently, President of Civil Systems for GE Aviation.

BMW Group announced **Dan Creed** moved from the position of Vice President of Aftersales to Vice President of Marketing for North America. He will be responsible for all marketing, product planning and strategy activities.

Cameco has appointed **Ken Seitz** Senior Vice President, Marketing and Business Development. Seitz succeeds George Assie, who retired at the end of 2010. Cameco is located in Canada, and is one of the world's largest uranium producers.

Celanese Corporation announced the appointment of **Dr. Peter Holmes** to the position of Chief Marketing Officer. Dr. Holmes has worked in the chemicals industry for 24 years, including companies such as Cherokee Pharmaceuticals, and Rohm and Haas Company.

Celadon Group, a freight services and trucking company, announced **Chris Hines** transitioned from President and Chief Operating Officer to the role of Executive Vice President of Sales and Marketing. Hines previously held positions in the transportation industry such as CEO of Tripmaster Corporation and President of GE's TIP Trailer Services.

Ford Motor Company has made big management changes to promote its "One Ford" plan to simplify global operations. **Jim Farley** has been named Vice President, Marketing, Sales and Service. Previously Farley served as Vice President, Global Marketing, in Canada, Mexico and South America operations. This is the first time the automaker has had a single global leader for marketing, sales and service.

Goodyear announced **Jaime Cohen Szulc** joined the company as President of its Latin American region. He succeeds Eduardo Fortunato, who retired at the end of 2010. Szulc most recently served as Senior Vice President and Global Chief Marketing Officer for Levi Strauss.

Professional Services Sector

MDC Partners-owned Kirshenbaum Bond Senecal & Partners announced that **Bill Grogan**, a nearly 30-year ad industry veteran, joined the company as Chief Global Marketing Officer, a newly created role. Grogan's responsibilities include leading the global Kao account as well as overseeing the transition of Adrenalina into KBS&P. Grogan reports to Chairman Richard Kirshenbaum. Most recently, he served as Managing Director at Momentum, the event-marketing division of McCann WorldGroup.

Glen Gilbert joined the law firm Wilson Elser in a senior marketing role, where he will be responsible for advancing the rebranding and marketing communications programs. He most recently was the founder of the marketing consulting firm, Inventive Branding.

Technology Sector

Curam Software, a provider of Social Enterprise Management (SEM) software solutions, announced the appointment of **Amy Santenello** as Vice President of Strategy and Product Marketing. She is responsible for the product direction, sales readiness and channel support of the Curam solution. Prior to joining, Santenello was Director of Product Strategy at Oracle.

Dell named **Karen Quintos** Chief Marketing Officer. In her new role, she is responsible for building the company's brand for Dell customers, team members and stakeholders around the world. She succeeds **Erin Mulligan Nelson**, who departed to Bazaarvoice. Quintos has worked for Dell for the past 10 years, most recently serving as Vice President, Marketing for Dell's global public business.

Nokia has appointed **Jerri DeVard** Executive Vice President and Chief Marketing Officer. The newly formed marketing and communications organization under DeVard will bring together all of Nokia's marketing, brand management, communications and selected industry collaboration activities.

Tech Data Corporation appointed **Michael E. Donner** to Vice President, Marketing Services to lead Tech Data's full-service advertising and marketing agency, TDAgency. Most recently, Donner served as Vice President, Marketing and Inside Sales at IntelliDOT Corporation.

Not-For-Profit Sector

AARP appointed **Steve Cone** Executive Vice President of Integrated Value and Strategy. He leads a team of strategic planning, research, multicultural engagement and member communications professionals who are dedicated to anticipating and responding to the needs and wants of 50-plus people. He most recently served as Chief Marketing Officer at Epsilon. AARP also named **Rebecca Gillan** Senior Vice President, IV&S Research to manage business intelligence research resources, coordinate and implement the annual research agenda, drive decision-making informed by environmental insights, and manage research resources. She most recently served as Vice President, Global Market Research and Guest Satisfaction for Starwood Hotels & Resorts Worldwide.

RUSSELL REYNOLDS ASSOCIATES

Leadership for a Changing World. In today's global business environment, success is driven by the talent, vision and leadership capabilities of senior executives. Russell Reynolds Associates is a leading global executive search and assessment firm with more than 300 consultants based in 39 offices worldwide. Our consultants work closely with public and private organizations to assess and recruit senior executives and board members to drive long-term growth and success. Our in-depth knowledge of major industries and our clients' specific business challenges, combined with our understanding of who and what make an effective leader, ensure that our clients secure the best leadership teams for the ongoing success of their businesses. www.russellreynolds.com

Americas

Atlanta

1180 Peachtree St., NE
Suite 2250
Atlanta, GA 30309-3521
United States of America
Tel: +1-404-577-3000

Boston

One Federal Street, 25th Floor
Boston, MA 02110-1007
United States of America
Tel: +1-617-523-1111

Buenos Aires

Buenos Aires Plaza
Manuela Sáenz 323
Seventh Floor, Suites 14 and 15
C1107CBP Buenos Aires
Argentina
Tel: +54-11-4118-8900

Chicago

200 South Wacker Drive
Suite 2900
Chicago, IL 60606-5802
United States of America
Tel: +1-312-993-9696

Dallas

8401 N. Central Expressway
Suite 650
Dallas, TX 75225-4404
United States of America
Tel: +1-214-220-2033

Houston

600 Travis Street, Suite 2200
Houston, TX 77002-2901
United States of America
Tel: +1-713-754-5995

Los Angeles

11100 Santa Monica Blvd.
Suite 350
Los Angeles, CA 90025-3384
United States of America
Tel: +1-310-775-8940

Menlo Park

2500 Sand Hill Road
Suite 105
Menlo Park, CA 94025-7015
United States of America
Tel: +1-650-233-2400

Mexico City

Torre Reforma
Paseo de la Reforma
115-1502
Lomas de Chapultepec
México 11000, D.F.
México
Tel: +52-55-5249-5130

Minneapolis/St. Paul

225 South Sixth Street, Suite 2550
Minneapolis, MN 55402-3900
United States of America
Tel: +1-612-332-6966

New York

200 Park Avenue
Suite 2300
New York, NY 10166-0002
United States of America
Tel: +1-212-351-2000

San Francisco

101 California Street
Suite 2900
San Francisco, CA 94111-5829
United States of America
Tel: +1-415-352-3300

São Paulo

Edifício Eldorado Business Tower
Av. Nações Unidas, 8501
11° Andar
05425-070 São Paulo - SP
Brazil
Tel: +55-11-3566-2400

Stamford

301 Tresser Boulevard
Suite 1210
Stamford, CT 06901-3250
United States of America
Tel: +1-203-905-3341

Toronto

Scotia Plaza, Suite 3410
40 King Street West
Toronto, ON
M5H 3Y2
Canada
Tel: +1-416-364-3355

Washington, D.C.

1701 Pennsylvania Avenue, NW
Suite 400
Washington, D.C. 20006-5810
United States of America
Tel: +1-202-654-7800

Asia/Pacific

Beijing

Suite 1320, China World Tower I
No. 1 Jian Guo Men Wai Avenue
Beijing 100004
China
Tel: +86-10-6505-2688

Hong Kong

Room 1801, Alexandra House
18 Chater Road Central
Hong Kong
China
Tel: +852-2523-9123

Melbourne

15th Floor
Bourke Place
600 Bourke Street
Melbourne VIC 3000
Australia
Tel: +61-3-9603-1300

Mumbai

Unit 9(A), Grand Hyatt Plaza
Santacruz (East)
Mumbai 400 055
India
Tel: +91-22-6733-2222

New Delhi

203, Eros Corporate Tower
Nehru Place
New Delhi 110 019
India
Tel: +91-11-4603-4600

Shanghai

Room 4504, Jin Mao Tower
88 Century Avenue
Pudong, Shanghai 200121
China
Tel: +86-21-6163-0888

Singapore

2 Shenton Way
#08-01 SGX Centre 1
Singapore 068804
Singapore
Tel: +65-6225-1811

Sydney

Level 40, Aurora Place
88 Phillip Street
Sydney NSW 2000
Australia
Tel: +61-2-9258-3100

Tokyo

Izumi Garden Tower 14F
1-6-1 Roppongi
Minato-ku, Tokyo 106-6014
Japan
Tel: +81-3-5114-3700

Europe

Amsterdam

World Trade Center
Tower H, 18th Floor
Zuidplein 148
1077 XV Amsterdam
The Netherlands
Tel: +31-20-305-7630

Barcelona

Edificio Prisma
Avda. Diagonal, 613, 2ªA
08028 Barcelona
Spain
Tel: +34-93-494-9400

Brussels

Boulevard St.-Michel 27
B-1040 Brussels
Belgium
Tel: +32-2-743-12-20

Copenhagen

Østergade 1, 1st Floor
DK-1100 Copenhagen K
Denmark
Tel: +45-33-69-23-20

Frankfurt

Operturm
60306 Frankfurt am Main
Germany
Tel: +49-69-75-60-90-0

Hamburg

Stadthausbrücke
1-3/Fleethof
20355 Hamburg
Germany
Tel: +49-40-480-661-0

London

Almack House
28 King Street
London SW1Y 6QW
United Kingdom
Tel: +44-20-7839-7788

Madrid

Calle Miguel Angel, 11
Seventh Floor
28010 Madrid
Spain
Tel: +34-91-319-7100

Milan

Via Mascheroni, 5
20123 Milan
Italy
Tel: +39-02-430-0151

Munich

Ludwigstraße 7
80539 Munich
Germany
Tel: +49-89-24-89-81-3

Paris

7, Place Vendôme
75001 Paris
France
Tel: +33-1-49-26-13-00

Stockholm

Hamngatan 27
SE-111 47 Stockholm
Sweden
Tel: +46-8-545-074-40

Warsaw

Belvedere Plaza
ul. Belwederska 23
00-761 Warsaw
Poland
Tel: +48-22-851-68-38

Zürich

Löwenstrasse 28
CH-8001 Zurich
Switzerland
Tel: +41-44-447-30-30