

Marketing Officers Trends and Moves

Q2 and Q3 2011

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Slow growth in the global economy continues to impact how companies think about marketing and sales leadership. Recognizing that CMO and sales leaders are usually the organizational catalyst behind growth, we have seen an expansion in the scope and integration of these roles. This shift greatly affects talent implications when considering potential Chief Marketing Officer candidates. As we analyze marketing executive appointments over the last quarter, companies are thinking more broadly when it comes to international growth and the link between marketing and sales performance. In addition, we have seen new CMO roles added to industries, notably advertising agencies, which historically did not have this role.

Focus on International Growth Markets

With the current economic challenges in the U.S., companies are seeking marketing chiefs with experience in global growth markets. The differences in growth rates by category and market have traditionally helped diversify a company's portfolio. However, the widening of the gap in business performance has led to companies splitting operations between domestic / commodity categories and higher growth / international markets; evidence the proposed split of Kraft and Sara Lee.

Linking Marketing with Sales

We see an increased focus on linking marketing and sales together to drive commercial impact on the business. After all, ultimately CMO roles are about growth, while at the same time enhancing and improving the positioning and image of the brand. Combining these responsibilities assures better linkage between marketing plans and sales execution, thus creating a better bridge between these two critical functional groups.

Agencies Making Room for a CMO

The need for growth has even led to the creation of new CMO roles in industries well aware of the impact of marketing. Advertising agencies have placed increased importance on the need to better market themselves in an increasingly competitive world, and one much more fragmented regarding media and consumer touch points. We see a trend in these agencies hiring their first-ever Chief Marketing Officer.

Consumer Sector

Consumer Products and Marketing Services

Adidas AG appointed **Hermann Deininger** as Chief Marketing Officer for the adidas brand, responsible for all three adidas sub-brands, adidas Sport Performance, adidas Originals and adidas Sport Style to ensure consistency and integrity of the adidas brand. He reports directly to Erich Stamminger, Executive Board Member, responsible for Global Brands. Deininger has served as Chief Marketing Officer for adidas Sports Style for the past four years.

Anheuser-Busch InBev NV named **Paul D. Chibe** Vice President, U.S. Marketing replacing Keith Levy who left the company earlier this year. Chibe most recently served as Vice President & General Manager of the U.S. Gum & Mints business at Wm. Wrigley Jr. Company. AB also announced the departures of two high-ranking marketers including **Dennis Galati**, Vice President, Creative Development and **Eduardo Pereda**, Senior Director for Multicultural Marketing. In addition, **Mark Wright**, Vice President, Media, Sports and Entertainment also left the company.

Applegate Farms named **Neil Leinwand** Senior Vice President, Marketing to lead the natural and organic meats brands. He most recently served as Vice President, Marketing, Refreshment Brands at Kraft Foods Inc.

Baker's Pride Inc. named **Louis Mastriano** as Vice President, Sales & Marketing, a new position. He is responsible for developing and managing marketing programs to drive sales of Fresh and In-Store bakery products and more healthful snack options to retailers and will lead the future growth plans with the company's direct and broker sales organizations. He most recently served as Senior Director, In-Store Merchandising at Kraft Foods.

Castle Brands Inc. appointed **Alejandra Pena** as Senior Vice President, Marketing and Brand Director of Pallini, responsible for marketing all the Company's brands globally. She also has direct responsibility for overseeing the marketing of Pallini in the United States. She most recently served as Vice President, Marketing, Liqueurs and Spirits for Remy Cointreau U.S.A.

Coca-Cola North America named **Alison Lewis** Senior Vice President, Coca-Cola North America Marketing. She succeeds Beatriz Perez who was named Chief Sustainability Officer in May. Lewis now oversees areas including integrated marketing communications, multicultural marketing, consumer and shopper insights, and marketing productivity and capability. Her previous role was Senior Vice President, General Manager for Odwalla.

Coty, Inc. named **Derek Bowen** Senior Vice President, Marketing, responsible for all marketing activation for Coty Beauty in the United States. He reports to George Cleary, President of Coty Beauty U.S. Prior to joining Coty, Bowen served as Vice President, Marketing for Alberto-Culver Co.

Dyson hired **David Kroll** as Vice President, Marketing for the U.S. reporting directly to Max Conze, President of the U.S. unit. Kroll is responsible for expanding the marketing team in the U.S. Most recently he served as Vice President and General Manager of the Asian Pacific business in Sydney, Australia at Unilever.

Electrolux named **John B. Weinstock** Vice President, Marketing for North America, responsible for managing and executing their brand portfolio, multi-channel marketing and communications strategy. Weinstock was most recently Vice President, Marketing Home Appliances & Home Entertainment for LG Electronics, U.S.A

Foster's appointed **Andy Gibson** as Chief Marketing Officer. He succeeds **Paul Donaldson**, who has been acting Chief Marketing Officer since September last year. Gibson joined from Diageo where he held a number of roles in Australia as well as Asia, Europe, North and Latin America. Most recently he was General Manager of the company's Germany, Austria and Switzerland operations.

The Hershey Company appointed **Deborah Arcoleo** into the newly created position of Director, Innovation Center of Excellence. She most recently served as Director, U.S. Soup Innovation at Campbell Soup Company where she started a front-end innovation function within Soup, the company's largest business unit.

Hormel Foods Corp. named **Scott Aakre** Vice President, Corporate Innovation and New Product Development and hired **Whitney Velasco-Aznar** as Vice President, Marketing for Grocery Products, Aakre's former position. Velasco-Aznar recently served as Marketing Controller for Cereal Partners Worldwide, a joint venture between General Mills and Nestle in the UK.

J Vineyards & Winery appointed **Kerry Manahan-Ehlow** as Vice President Sales & Marketing to oversee all sales, marketing and direct-to-consumer efforts for the winery. She most recently served as Chief Operating Officer at Foley Family Wines managing global sales, marketing and public relations across 16 domestic and five New Zealand wine brands.

Jada Toys named **Tom Delaney** as Chief Marketing Officer to spearhead all external marketing, including advertising, public relations, promotions and social media in addition to sales, product development and licensing. He most recently served as General Manager, Global Merchandising and Licensing at KidZania.

KB Home announced the appointment of **Tom Silk** as Senior Vice President of Marketing & Communications, responsible for KB Home's marketing, advertising, communications and social media outreach across its U.S. homebuilding operations. Silk most recently served as Vice President, Marketing, Hydration Brands for PepsiCo Beverages Americas.

Kimberly Clark named **Giusy Buonfantino** as Vice President Global Brands, Adult Feminine Care. Reporting to **Tony Palmer**, the company's Chief Marketing Officer, Buonfantino is responsible for driving global category and brand strategy, key growth projects, innovation and overall resource deployment within for the Adult Feminine Care Portfolio. She served most recently as the Global Vice President, Neutrogena at Johnson & Johnson.

Claire Zevalkink, Senior Vice President & Chief Marketing Officer has resigned from **Mannatech Inc.** to return to her career in marketing and business strategy consulting. She was responsible for North American and international marketing strategies and internet marketing strategies. Since Zevalkink's departure, her responsibilities have been absorbed internally.

MillerCoors promoted **Rick Gomez** to the newly-created position, Vice President, Brand Marketing reporting to Chief Marketing Officer Andy England. Gomez now oversees the company's biggest brands, including Coors Light and Miller Lite, as it seeks to bolster its premium light business and put a new focus on multicultural marketing. Additionally, **Grant Leech** departed the company after serving nearly three years as Vice President, Brand Marketing of the Miller Lite business. The brewer has yet to name a successor.

Molson Coors Brewing named **Torsten Kuenzlen** Chief Marketing Officer of the Molson Coors International business to aid in continued expansion into new markets. He most recently served as President Director of Coca-Cola's Indonesia region.

Nature's Variety appointed **Robert Bennett** Chief Marketing Officer to oversee the company's brand strategy and development, as well as marketing communications. He joined from The Clorox Company, where he managed marketing initiatives for the past 12 years and most recently served as Senior Director, Global Brand Marketing for the Burt's Bees business.

Pabst Brewing Company appointed **Bryan Crowley** as Chief Marketing Officer as the newest member of the management team by recently appointed Chief Executive Officer John Cochran. Crowley most recently served as Vice President, Marketing & Sales for Mars Food Inc.

PepsiCo Inc. has restructured its marketing department to include three new marketing roles, with an eye toward embracing a more global approach. These executives will take on various duties handled by Jill Beraud, Chief Marketing Officer who left the company earlier this year. **Simon Lowden**, previously Chief Marketing Officer at Pepsi International was named Chief Marketing Officer, PepsiCo Beverages North America. Secondly, PepsiCo hired **Brad Jakeman** as President, Global Enjoyment & Chief Creative Officer responsible for carbonated drinks. Jakeman joined from Activision Blizzard where he was Executive Vice President and Chief Marketing Officer. The third move is **Lorraine Hansen** named Global Chief Marketing Officer, Hydration & Mood Management, responsible for hydration brands. She comes from Kraft Foods Inc. where she was Senior Vice President and General Manager, U.S. Coffee & Tea.

Procter & Gamble Co. received a new top digital executive as **Lucas Watson**, who has served in that role since 2008, moved to an assignment in Latam within the personal healthcare business. He is succeeded by **Ilonka Laviz**, Associate Marketing Director on the Always feminine-care brand. Her new role is titled Marketing Director, Digital Brand-Building Strategy & Global eCommerce. **James Moorhead** has switched brands within the company and is now Associate Marketing Director of the Gillette business unit. He previously served as Brand Manager for Old Spice.

Schiff Nutrition International named **Jennifer Steeves-Kiss** Senior Vice President, Chief Marketing Officer. Most recently, she served as Marketing Director for Always, Whisper brands and Feminine Care innovation.

The Schwan Food Company appointed **Christine Hade** Chief Marketing Officer for Schwan's Home Services. She most recently served as Vice President, Innovation at Lance Inc.

Ashley Brown was promoted from Marketing Director to Executive Director, Marketing Services & Public relations at **Stuller Inc.** Brown succeeds **Kerry Hand**, who resigned for personal reasons. For the past year, Brown has been responsible for maintaining collaborative relationships between Stuller's marketing, sales and merchandising divisions. In her now role as Executive Director, she oversees all aspects of Stuller's brand, strategy, marketing and corporate communications.

Unilever promoted **Rohit Jawa** as Senior Vice President of Global Marketing Operations. He recently served in a similar marketing role covering Asia, Africa and Central & Eastern Europe. This appointment is consequent to the recent reorganization of Unilever to eight market clusters and four categories, a new structure that hopes to be operational by year-end.

Retail

Internet lingerie retailer **Bare Necessities**, appointed **Jay Dunn** as Chief Marketing Officer, a newly created position. He is responsible for increasing consumer awareness for the company. He most recently served as Vice President & Chief Marketing Officer for Lane Bryant.

Baynote Inc., a provider of eCommerce personalization solutions, appointed software industry veteran **Anurag Wadehra**, as Chief Marketing Officer to lead the company's marketing and communications strategy and play an integral role in aligning Baynote's product roadmap to maximize multi-channel conversions. Wadehra most recently served Senior Vice President, Marketing & Product Management at Adchemy Inc.

Belcorp International, a large beauty and direct selling company, appointed **Mona Ameli** as U.S.A. General Manager. She is responsible for leading the company's strategic direction and operations, as well as shepherding Belcorp's vision as a successful player in the U.S. multi-level marketing direct selling arena. She joined from international M2M Company, GMT, where she served as Vice President, Marketing & Business Development.

ByWithMe, Inc., a daily deal site, named **Gerry McGoldrick** as Chief Marketing Officer, responsible for growing the company's consumer base through targeted marketing strategies and operations, brand management, integrated marketing efforts, advertising and promotions. He most recently served as Senior Vice President, marketing at GSI Commerce, a division of eBay.

Cabela's named **Scott Williams** as Executive Vice President, Chief Marketing & eCommerce Officer, a new position that reports directly to the CEO. He previously served as President of Fanatics Inc., an online retailer of team and league licensed sports apparel and collectibles.

GNC Holdings Inc., a leading global specialty retailer of nutritional products, announced that **Beth Kaplan**, President and Chief Merchandising and Marketing Officer resigned to pursue personal interests.

Levi Strauss & Co. named **Brian Irving** Vice President, Digital Marketing, reporting directly to the Chief Marketing Officer. He is responsible for leading the development and execution of strategy between e-Commerce, digital media and CRM for the Global Levi's brand. Previously, Irving served as Director WW Marcom (iPhone) and WW Customer Relationship Marketing lead for Apple, Inc.

Margot Foosee, **J.Crew Group Inc.'s** Senior Vice President of Marketing and Public Relations, left the company in August to spend more time with her family and relocate.

MyBuys, a cross-channel personalization service for retailers, named **Neil Patil** as Senior Vice President, Marketing and charged with growing revenue substantially through innovation marketing leadership. Most recently, he served as Chief Executive Officer at Overtone, a social media analytics company recently acquired by KANA software.

Office Depot has conducted some major restructuring by splitting the role of Executive Vice President, eCommerce and Direct Marketing into two roles. **Monica Luechtefeld** who currently holds that role has announced her retirement and **Barry Litwin** has been named Vice President, eCommerce and **Christine Buscarino** has been named Vice President of Direct and Customer Marketing. Additionally, **Bob Moore** was named Executive Vice President & Chief Marketing Officer. Moore had served as interim Head of Marketing since April.

Amy Curtis McIntyre, Senior Vice President, Marketing left **Old Navy** earlier this summer after serving just over one year in the position. Old Navy is currently searching for her successor.

Rue La La named **Randy Kabat** Senior Vice President, Brand Partner Marketing, reporting to Chief Merchandising Officer Ira Melnitsky. Kabat spent the last 13 years at Prada U.S.A. Corp. where she most recently served as Vice President, Marketing & Advertising.

Saks Incorporated named **Denise Incandela** Chief Marketing Officer of Saks Fifth Avenue, a newly created role. She will also continue as President of Saks Direct. She joined Saks in 1999 and most recently served as President, Saks Direct and Executive Vice President of Saks Fifth Avenue.

Starbucks Corporation announced that **Annie Young-Scrivner**, Global Chief Marketing Officer, has taken on the additional role of President, Tazo Tea, a business the company acquired in 1999.

Vitacost.com Inc., an online retailer and direct marketer of health and wellness products, named **David Zucker** Chief Marketing Officer, replacing **Sonya Lambert** who left the company. He most recently served as Chief Marketing Officer at Gilt Group Inc.

Walgreen Co.'s Chief Marketing Officer, **Kim Feil** has left the company due to a company reorganization that eliminated her role. Through the reorganization, the company combined merchandising and marketing teams and **Joseph Magnacca**, President of Daily Living Products & Solutions now oversees merchandising and marketing.

Media, Entertainment and Convergence

Coupons.com appointed **Gary Calega** as Vice President, Marketing to oversee consumer marketing functions, including online and broadcast advertising, sponsorships, social media, affiliate, SEO, SEM, email and publisher partnerships. He most recently served as President of Agilone, SaaS-based marketing intelligence software company that helps clients maximize the lifetime value of their customers.

Gilt Groupe named **Heather Hopkins** Chief Marketing Officer, Gilt City reporting directly to the President of Gilt City. She is responsible for establishing Gilt City as a world-class consumer brand and running all integrated marketing. Gilt Groupe also named Jessica J. Harley, Vice President, Customer Relationship Marketing, responsible for driving demand generation and overseeing acquisition, retention, and research functions to marketing.

HGTV named **Denise Conroy-Galley** as Senior Vice President, Marketing and Creative Services to oversee branding, consumer marketing, creative and on-air promotions for the network, with a focus on media strategies that drive ratings and attract new viewers. She most recently served as Executive Vice President, Marketing and Research for Outdoor Channel.

HotelTonight, a start-up mobile application company that offers deep discounts on same-day hotel deals, named **Beth Murphy** as Chief Marketing Officer. She most recently served as Vice President, Global Product Marketing & Innovation at Travelocity.

IMAX Corporation appointed **Marc de Grandpre** joined as Chief Marketing Officer, to lead IMAX's global brand and marketing initiatives. Most recently he served as the chief marketer for Qualcomm's Firethorn division, where he led the successful development and launch of a new mobile commerce brand.

King.com, a cross-platform social games company, named **Alex Dale** as Chief Marketing Officer to help drive the company's global marketing and expansion initiatives surrounding its successful cross-platform games. He joined from Microsoft where he was the General Manager of their consumer and online services group in Central and Eastern Europe.

Myxer, a mobile technology company that operates the largest ad-supported mobile entertainment site in the U.S., appointed **William J. Brown** Vice President, Marketing, reporting to the Chief Executive Officer. Brown will drive Myxer's marketing efforts across multiple channels and leverage his experience in digital consumer engagement as the company continues to innovate and expand its presence within the mobile entertainment marketplace.

NBCUniversal named **Therese Gamba** Senior Vice President, Marketing for NBC Owned Television Stations. She most recently worked as a consultant specializing in marketing and media strategy for a variety of clients, including Warner Bros. Domestic Television Distribution.

Nintendo of America appointed **Scott Moffitt** as Executive Vice President of Sales & Marketing with responsibility for sales and marketing activities throughout North America and reports to President, **Reggie Fils-Aime**. Moffitt comes from Henkel Consumer Goods where he oversaw North American operations for personal-care brands including Dial, Right Guard, Tone and Pure & Natural.

In the wake of **Skype Technology's** acquisition from Microsoft Corporation, the company is firing senior executives before the deal closes, a move that reduces the value of their payout. Chief Marketing Officer **Doug Bewsher** was included in this move.

Action sports media company **SME**, named **Matt Patterson** as Vice President, Marketing and Business Development to lead the brand and shepherd the emerging on-line media presence to its rightful place of prominence within the action sports space. Patterson was a founding member of Volcom and has held a variety of marketing rolls within the action sports apparel space.

Tapjoy appointed **Peter Dille** Chief Marketing Officer to oversee all marketing efforts for the mobile application marketing and distribution services company. He has a long history in the gaming world, most recently as Senior Vice President for Sony's computer entertainment division in North America.

Tout, a new social video platform that enables iPhone and iPad users to capture 15-second real-time video status updates and instantly share them via Twitter and Facebook, appointed **Scott Epstein** as Chief Marketing Officer. Epstein brings a wealth of internet marketing experience, including key positions at Plaxo and Google, where he served as the company's Head of Marketing.

Twentieth Century Fox named industry veteran **Ira Rubenstein** as Executive Vice President, Digital Marketing to oversee all digital marketing activities for the domestic marketing group. He most recently served as Executive Vice President, Global Digital Media Group for Marvel Entertainment.

Twitter named **Pam Kramer** as its first Vice President, Consumer Marketing to bring the social media service to a wider swath of consumers. Kramer previously spent nine years in marketing roles at E-Trade where she most recently served as Chief Product Officer & Chief Marketing Officer. Twitter also hired **J.B. Kropp** to lead marketing efforts to packaged goods companies with the title Strategic Partnerships. He joined from Facebook marketing software firm Vitruve, where he served as Vice President, Strategic Partnerships.

As part of a shake-up at **Universal Pictures**, **Josh Goldstine**, who has spent 20 years as a creative marketing executive at Sony, is the new President of Marketing for Universal. Goldstine succeeds **Eddie Egan** who has moved over to head marketing at Illumination Entertainment, the studio-based animation unit behind Despicable Me and Hop.

USA Today named **Sandra Cordova** Senior Vice President, Marketing. She joined from NBC Universal, where she was a part of the integrated strategic marketing team and oversaw development of several customized cross-platform programs for such clients as American Express, Procter & Gamble and PepsiCo Inc.

Vonage Holdings Corporation appointed **Scott Ballantyne** as Chief Marketing Officer, responsible for the strategic direction and implementation of global sales and marketing initiatives including advertising, media, segment marketing, pricing, promotions and all retail distribution. He serves on the company's Senior Leadership Team and reports to Chief Executive Officer, Marc Lefar. Ballantyne joined from Tendril Networks where he was Senior Vice President, Marketing.

Leisure and Hospitality

American Express U.S. Consumer Travel Network named **Stephen Ochs** Vice President, Marketing, heading all marketing functions for the group. He most recently served as President and Founder of Rocket Science Industries, a marketing agency.

The Cheesecake Factory named **Donald Evans** Chief Marketing Officer. He spent the last 11 years at Walt Disney Company, most recently serving as Senior Vice President, Animation Marketing for Pixar Animation and Walt Disney Animation Studios, where he was responsible for strategic marketing, including traditional and digital campaigns, publicity, research, media and in-theater marketing.

Brad Haley has been promoted to Chief Marketing Officer for **CKE Restaurants Inc.**, parent company of Carl's Jr. and Hardee's restaurant chains. Haley joined CKE as Executive Vice President, Marketing for Hardees's in 2000 and added responsibility for Carl's Jr. marketing in 2004. Haley leads all facets of marketing for the two brands including brand positioning, advertising, product development, merchandising, sales analysis, marketing research, publicity, pricing, digital marketing and promotions.

IHOP appointed **Natalia Franco** as Senior Vice President, Marketing responsible for developing and delivering strategic direction of the IHOP brand through advertising, brand marketing, innovation and product development. She most recently served as Executive Vice President & Global Chief Marketing Officer of Burger King Corporation.

Mohegan Sun named **Paul Wright** Chief Marketing Officer to oversee the casino's marketing, advertising and entertainment activities. He most recently served as Vice President Marketing at Activision and Chief Marketing Officer at Bacardi U.S.A.

Pizza Hut appointed **Kurt Kane** to be Chief Marketing Officer succeeding **Brian Niccol** who stepped up to be General Manager for the U.S. business. Kane is responsible for brand strategy and direction, national and field marketing, product innovation and advertising / communications through all mainstream and digital media. He was most recently VP National Brand Marketing for Pizza Hut.

Red Robin Gourmet Burgers named **Denny Marie Post** as Senior Vice President and Chief Marketing Officer, responsible for the development and execution of brand strategies and product innovation, overseeing all internal marketing, R&D and communications teams, as well as outside agencies. She most recently served as a marketing and business development consultant for clients including Sara Lee, Lamb/Weston/ConAgra and Kerry Ingredients. Her earlier positions include Senior Vice President and Chief Marketing Officer at T-Mobile U.S.A.

Smart Destinations, a provider of multi-attraction passes designed to save travelers time and money, appointed **Cindy Starr** as Chief Marketing Officer to oversee the execution of the company's marketing and eCommerce strategy. Starr most recently served as Executive Vice President, Managing Director of One to One Interactive, a digital marketing services company.

Taco Bell Chief Marketing Officer **David Ovens** resigned from the company in August due to personal reasons and is returning to Australia with his family. Ovens joined Yum in 2007. Greg Creed, Chief Executive Officer, will oversee the Company's marketing function until a successor is found.

Vail Resorts Inc. appointed **Kirsten A. Lynch** as its new Chief Marketing Officer, responsible for the Company's marketing functions, including brand marketing, advertising, CRM, market research, pricing, e-commerce, online marketing and strategic alliances. She oversees marketing efforts in its Mountain, Hospitality and Real Estate divisions. Lynch joined from PepsiCo Inc. where she was Chief Marketing Officer of Quaker Foods and Snacks.

Porter Gale resigned from **Virgin America** as Chief Marketing Officer to work at an unnamed startup company. She joined Virgin America in 2007 and managed the brand and online marketing, in-flight content and loyalty teams.

Virgin Group named **Ian Rowden** its new Chief Marketing Officer, to drive international expansion, focusing on new markets and fast-growing territories including Latin America. His focus will be on the \$18 billion group's four diverse core areas: media and telecoms, financial services, transport and health and fitness. He most recently served as Chairman & Chief Executive Officer of Saatchi & Saatchi Asia Pacific. He succeeds Group Brand Director, **Catherine Salway**, who left in April.

Financial Services Sector

Accuquote named **Mark Hodes** Senior Vice President of Marketing, responsible for driving growth through innovation marketing strategies and programs and improved customer profitability. He most recently served as Senior Vice President of Marketing at Nextag where he was responsible for executing strategies in brand management, customer relationship management, social media and digital marketing.

BillMyParents, innovator of the reloadable Spent Smart prepaid card, appointed **Evan Jones** Vice President, Marketing to transition the company to the next phase of its multi-million dollar marketing campaign with attention-winning initiatives. Previously he served as Vice President, Global Marketing at Activision Blizzard.

Broadridge Financial Solutions Inc. appointed **Stefanie Shelley** as Chief Marketing Officer with responsibility for the company's global marketing functions, including brand strategy, all brand and product marketing efforts, corporate communications, and digital and social media marketing. Broadridge also named **Chris Jogis** as Vice President, Communications and Brand, responsible for managing all corporate and business unit brand communication, marketing communications, research and media.

Lincoln Financial Group appointed **Jamie DePeau** as Corporate Chief Marketing Officer, to lead corporate communications and branding. Reporting to the Chief Human Resources Officer, she leads both internal and external communications. She previously served as Senior Vice President, Marketing for TIAA-CREF.

Penn Mutual Life Insurance Company promoted **Denise Flannery** to Senior Vice President, Strategic Marketing, Planning and Communications. She joined Penn in 2001, and in 2009, was named Vice President, Marketing and Communications.

The consumer banking arm of **Standard Chartered** appointed **Sanjeeb Chaudhuri** as Regional Head, South Asia and Chief Marketing Officer. He joins from Citibank where he was Chief Executive Officer, Retail and Commercial Banking for Central and Eastern Europe, Middle East and Africa.

Tree.com Inc. appointed **Gabriel Dalporto** as Chief Marketing Officer of Tree.com and LendingTree LLC. In this role, Dalporto leads all corporate marketing activities, including brand strategy, online marketing, offline advertising, CRM, affinity and affiliate partnerships, social media, public relations, analytics and LendingTree product. He was most recently Chief Marketing & Strategy Officer of online brokerage Zecco Holdings.

Healthcare Sector

Becton Dickinson & Company appointed **Nabil Shabshab** as Senior Vice President and Chief Marketing Officer. He most recently served as Executive Vice President, Global Marketing and RD&E at Diversey Inc.

Industrial and Natural Resources Sector

Central Steel & Wire Co. named **Steve Letnich** Vice President of Sales & Chief Marketing Officer. He most recently served as Vice President, Sales at Metals Sales Manufacturing Corp.

LUXIM appointed **John Pena** as Senior Vice President, Sales & Marketing to lead the company's strategic marketing and sales activities, expand its global reach, seed new partnerships and extend the brand into new territories. He most recently served as Commercial General Manager at Philips Lighting Gardco.

Nibco Inc. appointed **Mark Hamilton** as Vice President, Sales and Marketing, reporting to Steve Malm, President and Chief Operating Officer. Hamilton has more than 23 years experience in the building products industry, and most recently served as Vice President, United States Trade Sales for American Standard Brands.

Philips Healthcare named **Brian Wagner** as Senior Vice President, Marketing for Imaging Systems, responsible for leading the sector's marketing function and defining the marketing strategy across the global business unit's portfolio. He most recently served as Vice President, Global Strategy Marketing & Business Development at Kimberly-Clark Corporation.

Porsche promoted **Andre Oosthuizen** as Vice President, Marketing for Porsche Cars North America. He previously served as Marketing Director for Porsche Middle East & Africa FZE, the fourth largest Porsche sales region globally comprising of 20 markets.

Safety-Kleen Systems Inc. appointed **Curtis C. Knapp** as its first Chief Marketing Officer and Senior Vice President to lead development of the Company's overall marketing and branding strategy. He joined Safety-Kleen in 2008 as Vice President, Channel Marketing for the Company's recycled products.

Titan International announced that **Jeff Vasichek** Vice President of Sales & Marketing resigned from the company in May. In early June he was named Vice President, Sales & Marketing of **Baldwin Filters**.

Volvo hired **Doug Speck** as Acting Senior Vice President, Marketing, Sales & Customer Service. He succeeded 20-year veteran **Gerry Keaney**, who has left the company. Speck, who in the past has held positions at Ford, Jaguar and Ford's defunct Premier Automotive Group, was President, Volvo Cars of North America. In his new post he now reports to President & Chief Executive Officer, Stefan Jacoby.

Not-For-Profit Sector

University of Chicago's Booth School of Business named **Leonard Johnson** Executive Director of Marketing to lead the school's marketing efforts. He recently served as Vice President, Corporate Marketing at McGraw-Hill. Johnson succeeds Christopher Iannuccilli who resigned earlier this year.

Professional Services Sector

Bracewell & Giuliani LLP named **Paul Grabowski** Chief Marketing Officer succeeding **Frances Jeter** who left the firm to become Head of Marketing and Communications at Spectra Energy. Grabowski comes to the firm from Hildebrandt Baker Robins where he was Senior Director, Business Development and Marketing. He is responsible for guiding and bringing greater strategic discipline to all of Bracewell & Giuliani's Marketing and Business Development efforts.

Digitas announced that **Susan Canavari** left her post as Executive Vice President, Marketing to become a Managing Director at McGarryBowen. During her time at Digitas, Canavari was responsible for all non-American Express accounts in the New York office and was appointed to lead the Kraft Foods One Team. Additionally, the company announced the appointment of **Sarah Montague** as Senior Vice President, Marketing with focus on the Kraft and Kaiser Permanente accounts. She joined from Draftfcb where she served as Senior Vice President, Group Managing Director.

Eleven Inc., a marketing and advertising company, named **Rob Kabus** President and Chief Marketing Officer, a new role. He most recently served as President and Global Head of Strategy at Aegis media network Vizeum.

Erwin-Penland, a division of Interpublic Group's Hill Holliday, named **Joe Saracino** as its first Chief Marketing Officer. He has worked with Erwin-Penland throughout his 15 year career at Verizon, where he most recently served as Vice President, Marketing Communications.

Mike Jackson has returned to the agency side of the business by creating **Jackson & Partners**, a joint venture with Las Vegas-based agency R&R Partners. The company focuses exclusively on retail auto advertising and helping the segment with reputation management, search advertising and strategy, and geo-targeted ads. Jackson, the onetime marketing chief at General Motors, most recently served as Senior Vice President, Global Sales & Distribution at Coda.

JWT has shaken up its new business ranks with the promotion of **Beth Wasman-Orteta** to Chief Marketing Officer for the New York office. She previously served as Co-President of Client Services. She succeeds Lee Davis, who held the title of New Business Director. Wasman-Ortega reports to North American CEO, David Eastman.

King Fish Media announced the promotion of **Gordon Plutsky** as the company's new Chief Marketing Officer. He previously served as Director of Marketing and Research. The move is part of King Fisher's growth and recognition of the diversity of new clients and marketing solutions offered.

Rapp appointed **Rachael Heapps** as Chief Marketing Officer to lead the company's marketing efforts in the U.S. Heapps is a Rapp veteran of more than 11 years and previously held the positions of Chief Creative Officer and Creative Strategist. In her new role, she is focused on boosting Rapp's evolution both internally and externally and also spearheading the agency's new business development in the U.S.

RichRelevance, a provider of eCommerce personalization, promoted **Diane Kegley**, former Vice President of Marketing, to Chief Marketing Officer. She now leads marketing and continues to drive global branding and visibility for the company and its product suite. She also leads thought leadership initiatives around Shopping Media and other key market themes that directly impact the company's clients and partners.

TBWA\Toronto announced that **Julia Foster** has returned to the company, rejoining as Chief Marketing Officer. Mandated to grow its business, as well as further ingrain and raise awareness of Disruption and Media Arts disciplines, Foster's role also is charged at shaping client services to ensure a high level of brand leadership and managing new business development. She left TBWA\Toronto in 2005 to join TBWA\Dubai as Director, Brand Leadership, where she saw the agency's growth double each of the three years she was there.

Vlassis Communications named **Suzie Brown** the company's new Executive Vice President, Sales & Marketing, effective January 1. Brown succeeds **Rob Mason** who was named successor to current chief executive, **Alan Schultz**, when he will retire at the end of the year.

Technology Sector

Acme Packet named **Marianne Budnik** Chief Marketing Officer, a new role at the company. She is responsible for overall marketing strategy and integrated marketing initiatives. Budnik most recently served as Chief Marketing Officer at CA Technologies. The company also promoted **Seamus Hourihan** to Senior Vice President, Corporate Strategy, a new position, from Senior Vice President, Product Management and Marketing.

Recently there have been a number of key **Hewlett-Packard Company** executive changes as new Chief Executive Leo Apotheker reshapes the technology giant and confronts recent financial stumbles. In marketing, **Tom Hogan**, Executive Vice President, Sales & Marketing has left the company to pursue other opportunities. **Marty Homlish** was hired as Chief Marketing Officer from SAP where he served in the same role. **Michael Mendenhall**, a predecessor in the role left Hewlett Packard earlier this year.

HTC Corporation promoted **Jason MacKenzie** to President, Global Sales & Marketing. This newly created position will ensure that HTC's sales strategies and go-to-market execution are aligned as the company expands around the world. MacKenzie has been with HTC since 2005 and has led HTC North America and Latin America since 2007.

Motricity named **Jon S. O'Rourke** Chief Marketing Officer reporting to Ryan Wuerch, Chief Executive Officer. O'Rourke is responsible for setting and driving the go-to-market strategy and delivering market and customer insights that help shape the product roadmap and service offering. Previously, O'Rourke served as Vice President, Global Marketing for Intermecc Technologies.

Panasonic Corporation of North America appointed **Betty Noonan** to lead its marketing and branding functions by integrating the company's marketing and enhancing the Panasonic brand. She most recently served as Vice President & Director of Kodak's worldwide consumer marketing operations.

Reasearch In Motion's (RIM) Co-Chief Executive Officer, **Jim Balsillie**, just added Chief Marketing Officer to his title to take over the duties of departed marketing officer **Keith Pardy**. Also, the company named **Roger Baxter** Vice President, Brand & Marketing Communications as he succeeds **Paul Kalbfleisch** whose title was Vice President, Brand Creativity. Baxter joins from Publicis Groupe S.A. where he served as Chief Strategy Officer for the Seattle unit. Also, **Brian Wallace**, Vice President of Digital Marketing and Media, left RIM in June to join **Samsung** as Vice President, Strategic Marketing.

Samsung Telecommunications America appointed **Todd Pendleton** as Chief Marketing Officer, responsible for oversight of all marketing activities for Samsung's mobile division in the U.S., including defining and leading integrated marketing, customer relationship management and customer experience management to create marketing strategies that align with Samsung's Mobile's corporate business strategy. He reports directly to Samsung Mobile President, Dale Sohn. He joins Samsung from Nike Inc. where he most recently served as Global Brand Communications Director.

SAP named **Jonathan Becher** Chief Marketing Officer, reporting to Co-CEOs Bill McDermott and Jim Hagemann Snabe. Becher joined SAP through the acquisition of Pilot Software, where he was President, Chief Executive Officer and Chief Marketing Officer and most recently served as Executive Vice President, Marketing at SAP.

Savo Group named **Suzanne Martin** Executive Vice President & Chief Marketing Officer. She most recently served as Head of Worldwide Marketing at Motorola Solutions Inc.

SuccessFactors Inc. named **Kara Wilson** Chief Marketing Officer to oversee the company's global marketing and communications. She was recently Vice President, Marketing at Cisco Systems Inc.

Zynga, a social gaming company, named **Jeff Karp** Chief Marketing and Revenue Officer to oversee all aspects of marketing to optimize and drive revenue within game studios and oversees international sales. He recently served as Executive Vice President, of EA Play, a division of Electronic Arts.

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