



Marketing Moves: Q1 – Q2 2019

To better understand current trends in the appointment and turnover of marketing officers, Russell Reynolds Associates tracked and analyzed 214 notable, publicly-disclosed marketing leadership moves in the first half of 2019.



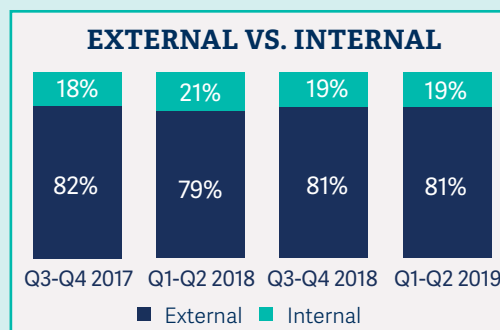
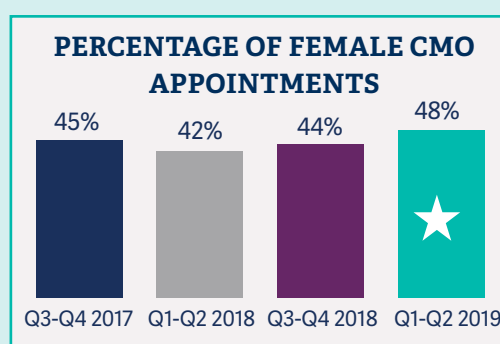
Female CMO Appointments Reach All-Time High; Is the CMO Succession Crisis is Here to Stay?

Russell Reynolds Associates is in our sixth year of monitoring Chief Marketing Officer moves. We are excited to report that female marketing leadership appointments are at an all-time high, accounting for 48% of all CMO moves in the first half of 2019. Another on-going trend is that the CMO succession crisis continues, as four-out-of-five marketing leadership roles went to external candidates in the first half of 2019. This means that a next-in-line marketer only has a 1-in-5 chance of getting his or her boss's job.

In the first half of 2019, there were over 200 senior marketing job changes, an increase of 12 percent versus the same period last year and the highest total in any six-month period. Record low unemployment and record high job openings has caused a flurry of hiring activity with senior level marketers, making it a "buyer's market" for talent. Details of these moves are reported below.

KEY FINDINGS

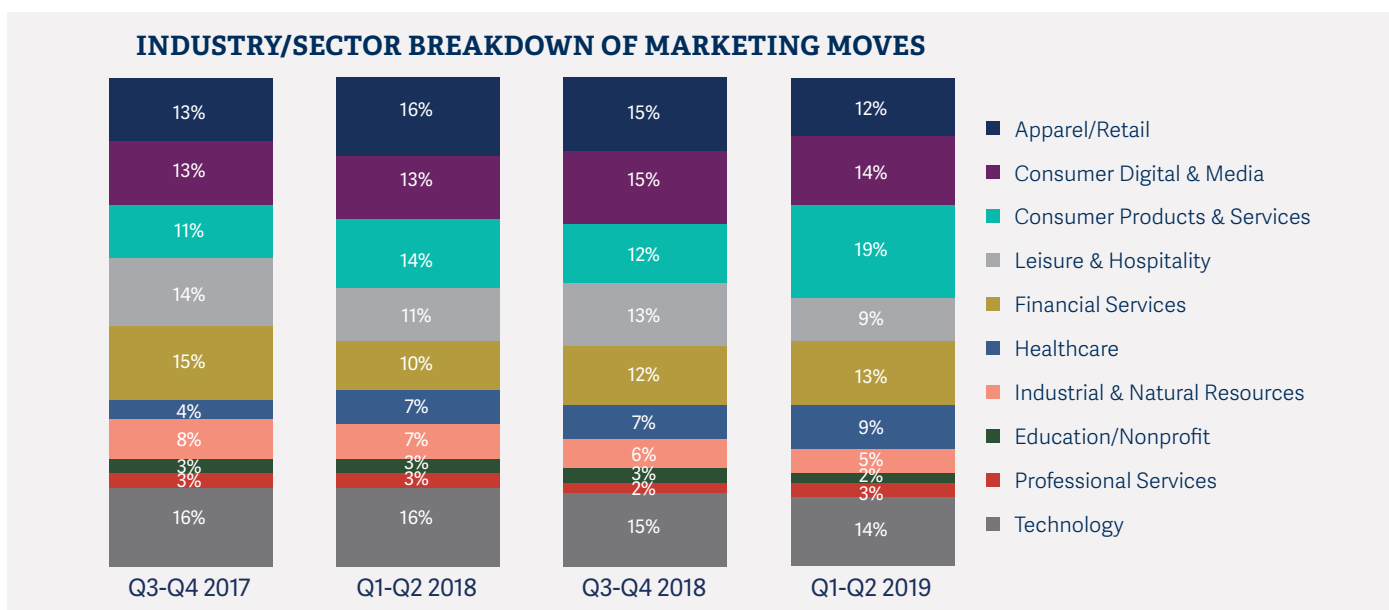
- Gender parity is almost here.** Nearly half of 2019 marketing leadership appointments to date have been women. This is the highest proportion of female CMO appointments we have seen in a six-month period. The previous high was 47 percent in the second half of 2016. Financial services and industrial & natural resources companies appointed more females than males to the CMO role, with female appointments accounting for 56 and 55 percent of each industry's respective total.
- Acute CMO succession crisis.** Over 80 percent of publicly reported chief marketing officer appointments in the first half of 2019 were external hires, which is consistent since the start of 2017. Four-out-of-every-five CMO appointments come from the outside rather than promoting internally implies that next generation CMOs will likely need to change employers to reach the top marketing position. This is likely because today's VP-level marketers are often so specialized (e.g. CRM, loyalty, or data and analytics route up), that many of these mid-level marketing leaders lack a deep understanding of the full spectrum of marketing that is demanded of a CMO today.
- Industrial & natural resources give hope for internal marketers.** All other industries sought external marketing leaders at least 79 percent of the time in Q1-Q2 2019, with some exceeding this — i.e. healthcare and technology, hiring externally close to or exactly 90 percent of appointments. Industrial & natural resources companies promoted internally 50 percent of the time over the last 12 months versus just 21 percent of the time over the previous 12 months.
- Healthcare seek outside industry perspectives.** The sector continued its trend of appointing marketing leaders from outside the industry, with 53 percent of external marketing-leader appointments coming from non-healthcare businesses in the first half of 2019. Of all external healthcare marketing appointments, 40 percent came from consumer-facing businesses, demonstrating a desire to bring greater B2C depth to marketing.
- Adding P&L leadership is more likely at a new company.** Of the marketers who took a new role in 2018, 16 percent were appointed to a P&L role at a new company versus 13 percent at the same company. Regardless of where their next job came from, marketers were almost twice as likely to take another marketing role than to be appointed to a P&L role.



GENERAL TRENDS

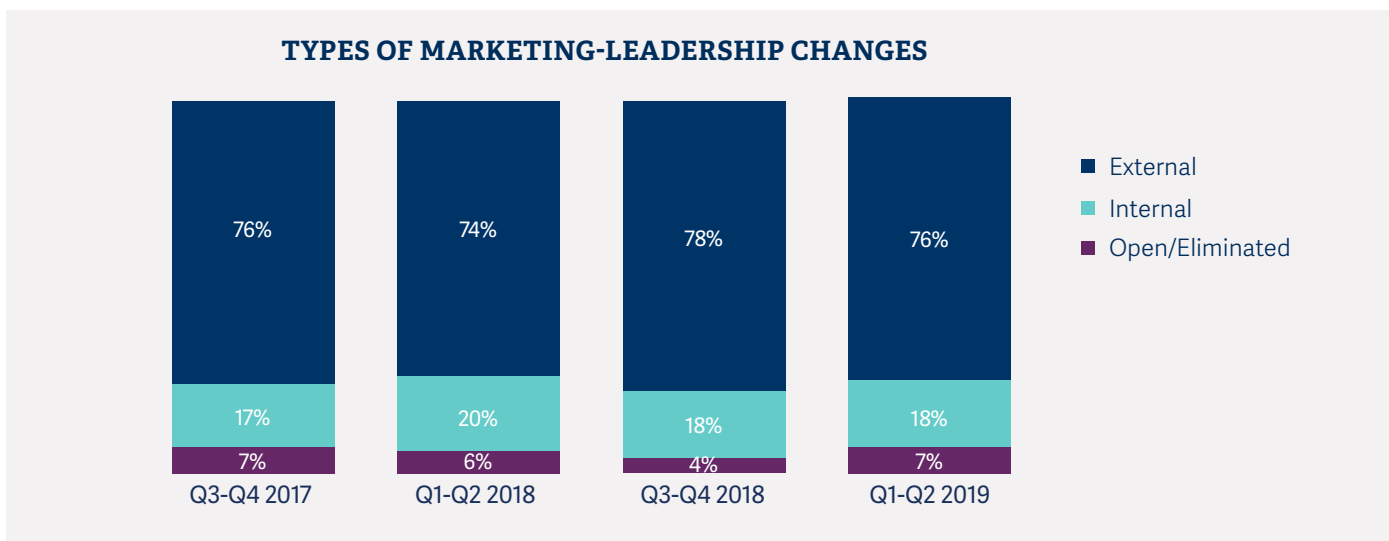
Industry Breakdown of Marketing Moves

The consumer industry continued to have a slight majority in marketing moves, accounting for 54 percent of marketing leadership turnover in the first half of 2019, which is down from 55 percent in the second half of 2018 and stagnant over the last year. Specifically, consumer products & services saw the largest increase over the last six months, up from 12 percent to 19 percent; leisure & hospitality saw the largest decrease—from 13 percent to 9 percent in the same span. The healthcare industry has seen an increase in volatility, up from 4 to 9 percent of the total moves since the latter half of 2017.



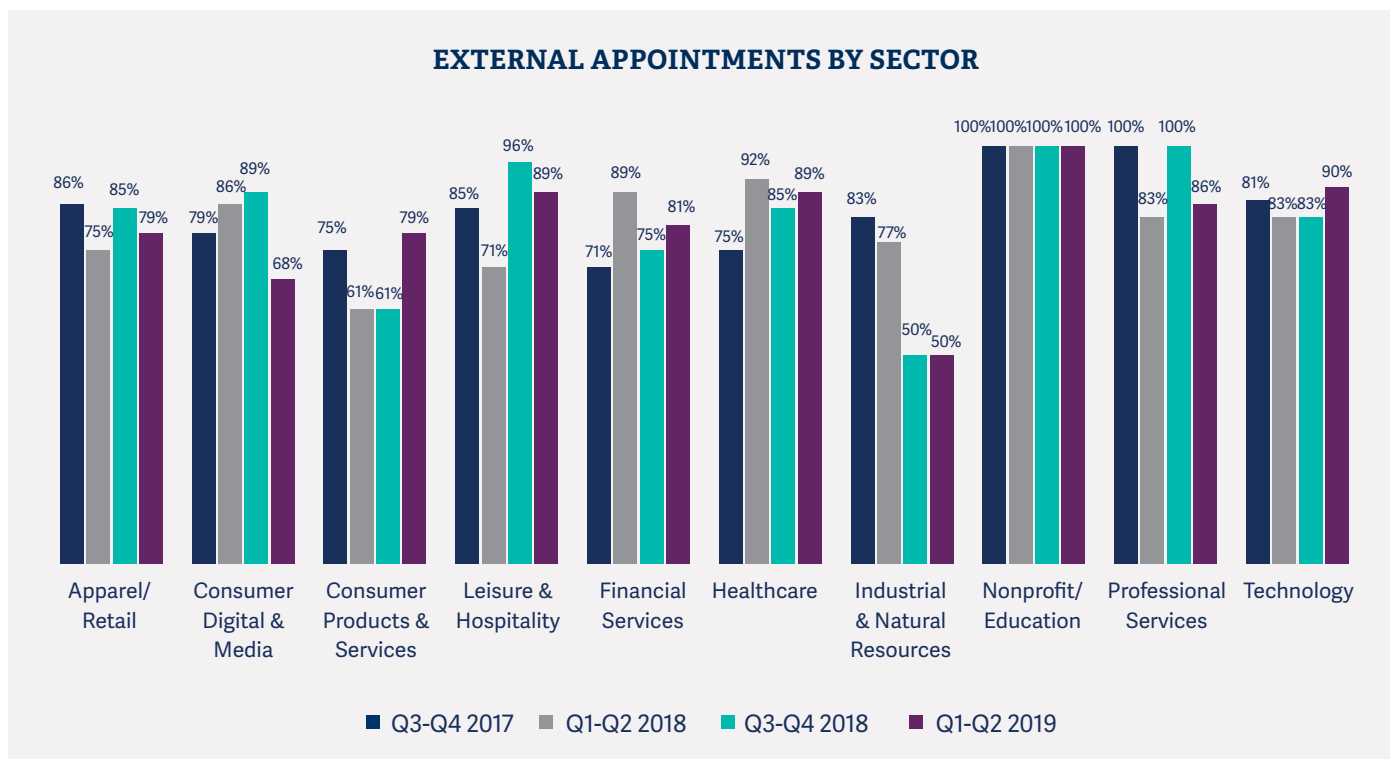
Internal vs. External Hires

As previously noted, external CMO appointments continue to outnumber internal promotions by a large proportion. They accounted for 76 percent of all moves in the first half of 2019, only a minor decrease from 78 percent in Q3-Q4 2018 and 81 percent of appointments, which was the same as the previous six months.



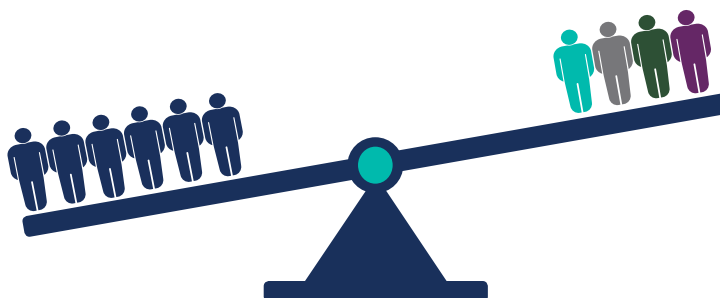
For internal appointments, the average tenure with the company prior to promotion was 7.2 years. This is a decrease from 9.7 years in the previous 12 months. Though internal promotions are being seen in less than one in five CMO appointments, organizations are moving away from elevating long-tenured marketing executives into the top role.

The consumer products & services sector had the largest increase in proportion of external appointments, from 61 percent in the previous year to 80 percent over the first half of 2019. Industrial & natural resources organizations have trended toward a 50-50 split of external-to-internal marketing-leader appointments over the last year, which was a sizeable decrease from 79 percent external over the previous 12 months.



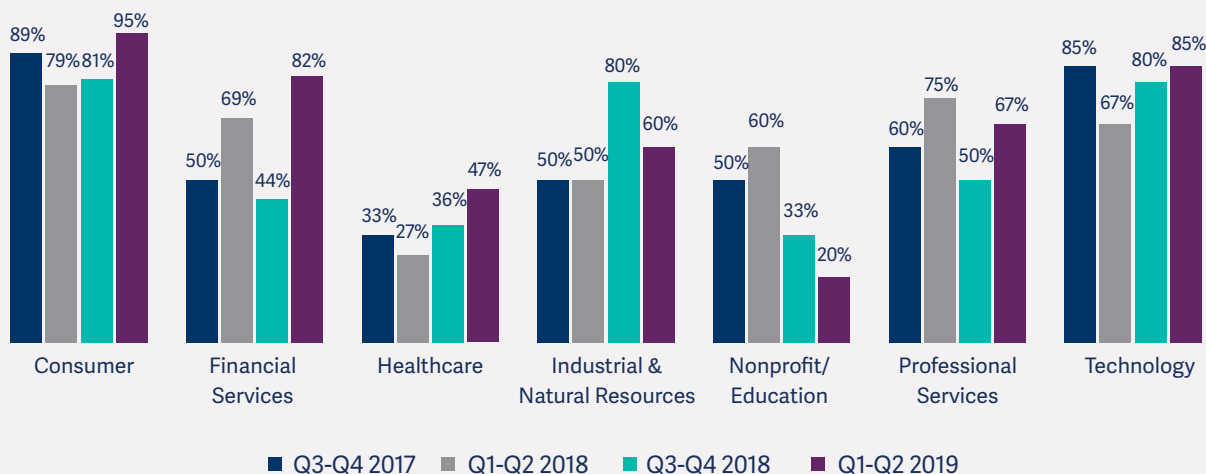
Inside of Industry vs. Outside of Industry Appointments

The consumer industry continued to show a distinct preference for recruiting marketers from other consumer-facing organizations. In the first half of 2019, 93 percent of external hires were inter-industry for consumer companies, which is a substantial increase from 80 percent in 2018. The healthcare and non-profit industries remain the most likely to hire from outside of their respective sectors. However, the former sought a non-healthcare marketer in 53 percent of appointments in Q1-Q2 2019, down from 64 percent in Q3-Q4 2018 and 73 percent in Q1-Q2 2018. It is surprising to see healthcare organizations trending toward appointing fewer industry outsiders into the CMO position, given where they were a year ago.



INTER-INDUSTRY MOVES

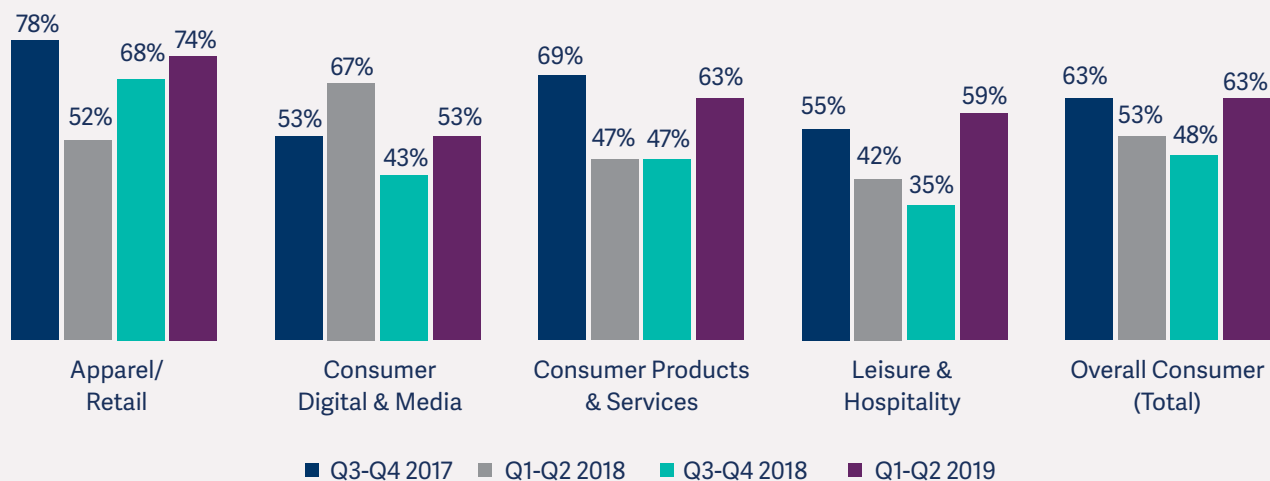
(% of external appointments coming from the same sector)



Overall, in the first half of 2019, 81 percent of all external marketing appointments were inter-industry, up significantly from 70 percent in the second half of 2018 and from 67 percent in the first half of 2018. As diverse perspectives are becoming more vital in terms of bringing fresh, innovative thinking to an organization, this upward trend is surprising to see. Taking into account the individual consumer sectors – apparel / retail, consumer digital & media, consumer products & services and leisure & hospitality – 63 percent of external appointments were inter-sector.

INTER-SECTOR MOVES WITHIN CONSUMER

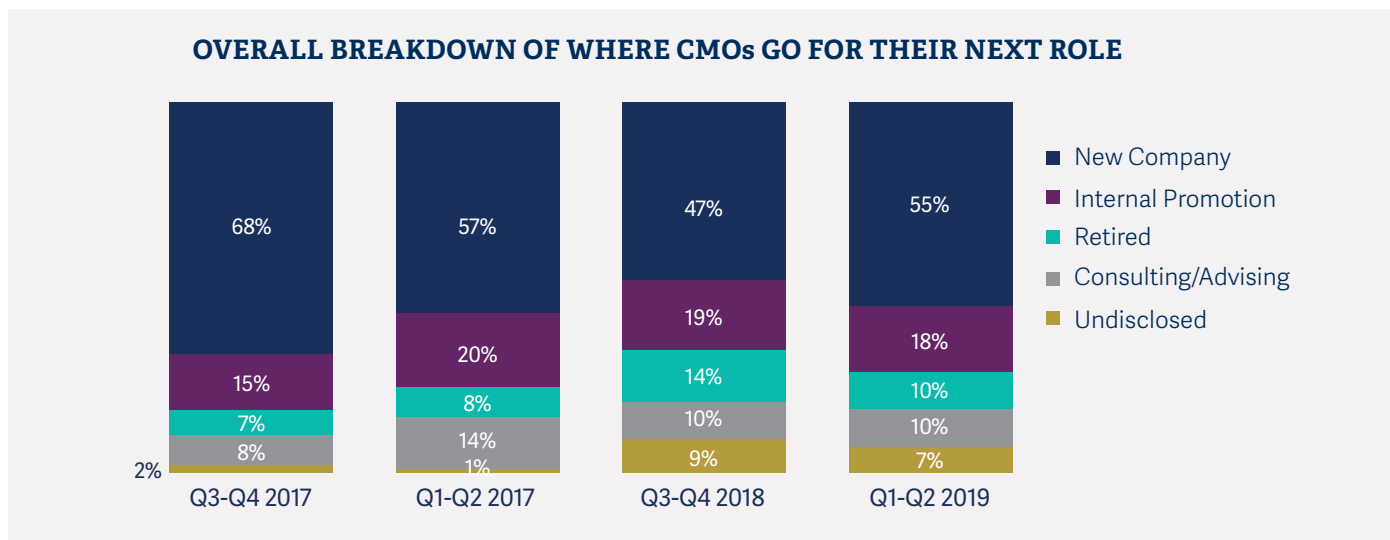
(% of external moves coming from the same sector)



Consumer products & services companies hired from within their sector 47 percent of the time in 2018 but just six months later, that proportion increased to 64 percent. Given the fact that consumer products organizations tend to promote internally more than any other sector or industry, this suggests that when they do look externally, they are unlikely to hire a marketer from a non-CPG company.

Where Do Sitting Chief Marketing Officers Go?

Marketing leadership appointments show one side of the story for chief marketing officers, but where do sitting CMOs go after they leave their role (i.e. joining a new company, being internally promoted, retiring, consulting/advising or undisclosed)? To gain more insight into next steps for marketing leaders, we tracked and analyzed the career paths of 128 outgoing CMOs in 2018 a total of 371 from 2016 to 2018.



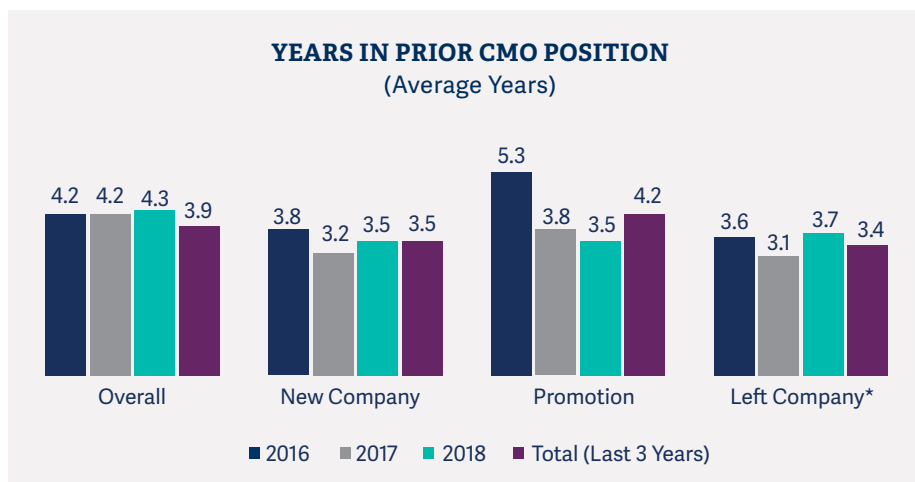
Over the last three years, 55 percent of outgoing CMOs are now at a new company, while 18 percent were promoted within their respective companies (into a broader role internally). Others outgoing CMOs have either not found a new role, started a consulting business, retired or undisclosed.

In general, a marketing leader has approximately a 20 percent chance of getting the CMO role at their company and once appointed as CMO, s/he has around a 20 percent chance of being internally promoted to a broader role. Overall, 80 percent of marketing moves happen externally.

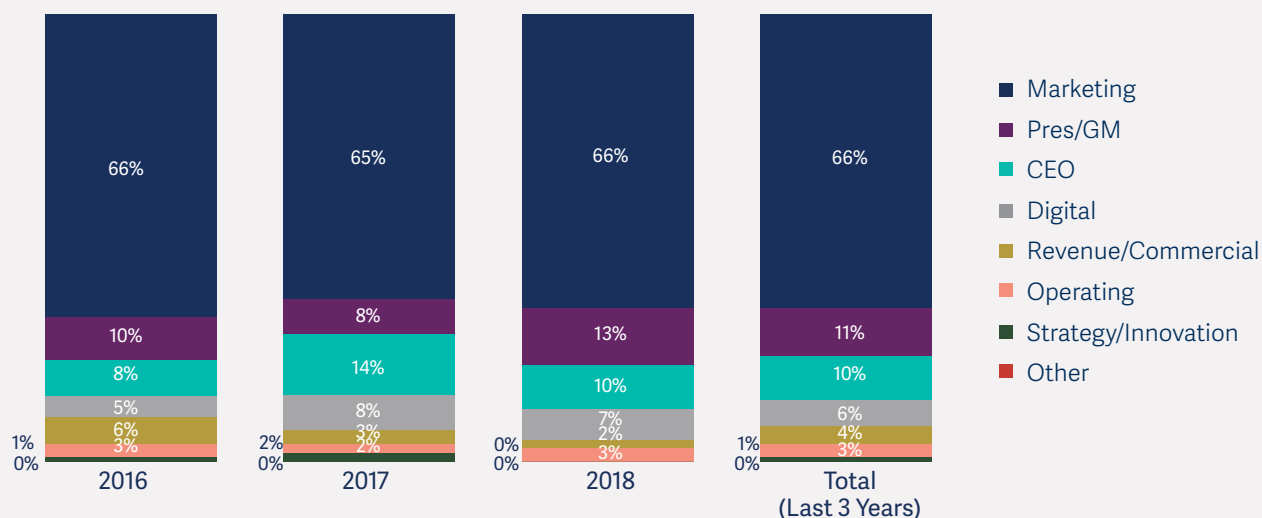
Tenure for CMOs stayed pretty consistent in 2018, both for those who left their company and for those who were promoted. Overall, the average tenure for outgoing CMOs last year

was 4.3 years, up marginally from 4.2 years in both 2016 and 2017. For those who joined a new company, the average CMO tenure was slightly lower: 3.5 years in 2018 – up from 3.2 years in 2017 and down from 3.8 years in 2016. Promoted CMOs have a similar tenure to those who arrived at a new company but saw a year-over-year decrease to 3.5 years in 2018 from 3.8 years in 2017 and 5.3 years in 2016. It should be noted that the median tenure for CMOs was 3 years in 2018 and 2.8 years from 2016 to 2018.

Among the outgoing CMOs who joined a new company, the majority continue to take another marketing job. Approximately two of every three CMOs who left their company to join a new one ended up taking another marketing role. This demonstrates the “repetitive CMO cycle” of marketers remaining in the top marketing role at different companies.



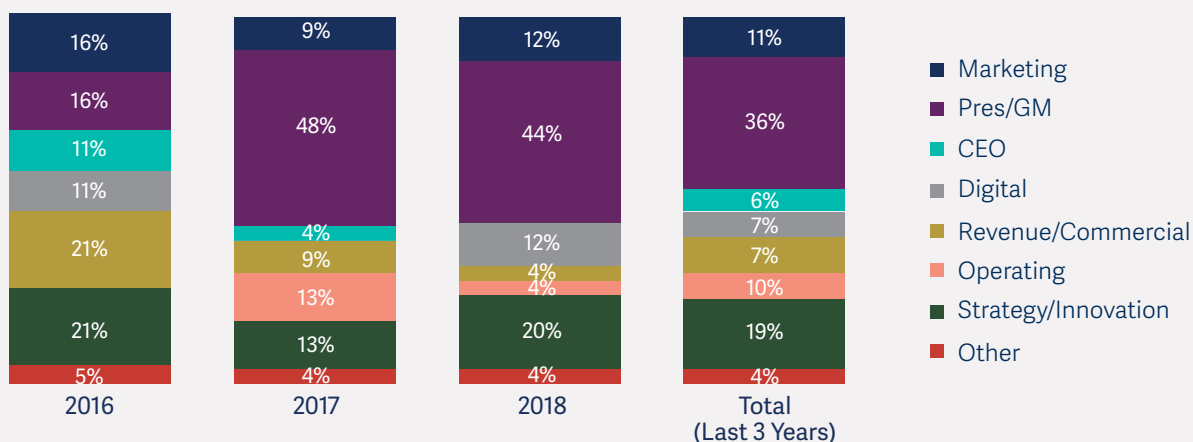
CMOs WHO JOINED A NEW COMPANY, BY ROLE FUNCTION



As noted previously, however, bright spots include an increase in those being appointed to a general manager, president or chief executive officer role at their new companies – 23 percent in 2018, up from 22 percent in 2017 and 18 percent in 2016.

Among the CMOs who were internally promoted, almost half of them were promoted to a president or general manager role in the last two years. Last year also saw a slight decrease in CMO promotions to president or general manager roles – down to 44 percent from 48 percent in 2017. Additionally, both digital roles and strategy & innovation roles have been an increasingly common next step for CMOs, digital roles saw a 12 percent increase over 0 percent in 2017 while strategy & innovation roles saw a 7 percent increase to 20 percent in 2018.

CMOs WHO WERE PROMOTED, BY ROLE FUNCTION



From 2017 to 2018, 29 percent of outgoing CMOs' next job was a general manager, president and chief executive officer role up from 20 percent in 2016. There has been a slightly higher probability of achieving one of the three aforementioned leadership roles at a new company rather than one's current organization (16 versus 13 percent). Overall, it remains that CMOs are nearly twice as likely to take another marketing leadership role than to be appointed to a P&L leadership role.

See below for details on the full list of marketing moves from Q1-Q2 2019:

CONSUMER

APPAREL / RETAIL

Art Van Furniture has appointed **Mark Censoprano** as chief marketing officer. Censoprano is responsible for marketing & eCommerce strategy. He most recently was executive vice president and chief marketing officer at Signet.

Best Buy has appointed **Allison Peterson** as chief customer & marketing officer. Peterson is responsible for leading eCommerce business, marketing strategy, and customer experience. She most recently was president, eCommerce, at the Company.

Caleres has appointed **Marci Grebstein** as senior vice president, marketing – Famous Footwear. Grebstein is responsible market research, marketing strategy, brand positioning, creative, traditional & digital media, loyalty program, customer relationship management, visual merchandising, special events, and cause marketing. She most recently was chief marketing officer at J.C. Penney.

Christopher & Banks has appointed **Rachel Endrizzi** as senior vice president and chief marketing officer. Endrizzi most recently was senior vice president and chief marketing officer at Regis Corporation.

Clarks International has appointed **Tara McRae** as chief marketing officer. McRae most recently was senior vice president, marketing & eCommerce, at the Company.

Dicks Sporting Goods has appointed **Ed Plummer** as chief marketing officer. Plummer is responsible for leading the marketing strategy & implementation, including brand building, traffic driving elements, and digital transformation. He most recently was senior vice president, Team Sports HQ, at the Company.

Dress Barn has appointed **Joe Lukavsky** as chief marketing officer and head of eCommerce. Lukavsky is responsible for leading marketing, eCommerce, and creative efforts. He most recently was vice president, marketing, at Lowes Foods.

Evereve has appointed **Sarah Peterson Post** as chief trendsend officer. Peterson Post most recently was senior vice president and head of customer experience at U.S Bank.

Frontgate has appointed **Brian Tsung** as senior vice president, marketing. Tsung most recently was chief marketing officer at Gump's.

Gap has appointed **Alegra O'Hare** as senior vice president and chief marketing officer. O'Hare most recently was vice president, global brands communications, at Adidas.

GPM Investments has appointed **Michael Bloom** as executive vice president and chief merchandising & marketing officer. Bloom is responsible for merchandising & marketing, as well as the food, franchise and dispensed beverage programs. He most recently was chief executive officer at Fred's.

Great Outdoors Group has appointed **Jamie Sohosky** as chief marketing officer. Sohosky is responsible for leading omnichannel customer engagement, digital, paid & social media, promotions, events, sponsorships, and partnerships. She most recently was vice president, marketing & customer experience, at Walmart.

Green Growth Brands has appointed **Jann Parish** as chief marketing officer. Parish most recently was chief marketing officer at Victoria's Secret.

Iconix Brand Group saw the departure of its chief marketing officer, **Jamie Cygielman**, who is now president, American Girl, at Mattel.

Harvest Health & Recreation has appointed **Kevin George** as chief marketing officer. George most recently was president, North America, at Mosaic.

Home Depot has appointed **Adolfo Villagomez** as chief marketing officer and senior vice president, online. Villagomez is responsible for all digital, marketing & branding activities. He most recently was vice president, merchandising – Indoor Garden, at the Company.

Indigo has appointed **Samantha Taylor** as chief marketing officer. Taylor most recently was senior vice president, marketing, loyalty & customer insights, at the Company.

J. Crew has appointed **Billy May** as chief customer officer. May is responsible for leading customer-facing aspects of the business and be responsible for advancing digital transformation across marketing, loyalty, stores, and eCommerce. He most recently was chief executive officer at Sur La Table.

J.C. Penney has appointed **Shawn Gensch** as executive vice president and chief customer officer. Gensch is responsible for marketing strategies & initiatives including digital, advertising, creative design, customer research, loyalty, analytics & insights, social media, sales promotions & planning, and events marketing. He most recently was chief customer officer at Sprouts Farmers Market.

Lumber Liquidators has appointed **Todd Allard** as chief marketing officer. Allard most recently was chief marketing officer at Zenith Education Group.

PetSmart has appointed **Stacia Anderson** as executive vice president, merchandising & customer experience. Anderson is responsible for overseeing merchandising including buying & sourcing, proprietary brands and planning & allocation, as well marketing including brand strategy, creative, digital, loyalty, and customer relationship management. She most recently was brand president at Abercrombie & Fitch Co.

PVH Corp saw the departure of its chief brand officer, Tommy Hilfiger, **Avery Baker**.

Rite Aid has appointed **Erik Keptner** as senior vice president and chief marketing & merchandising officer. Keptner most recently was senior vice president, marketing, at Wakefern Food Corporation.

Shinola has appointed **Tyra Neal** as chief marketing officer. Neal most recently was vice president, global marketing – Aveda, at Estee Lauder.

Under Armour has appointed **Sean Eggert** as senior vice president, global sports marketing. Eggert most recently was vice president, marketing, at Red Bull.

VF Corporation has appointed **Steve Lesnard** as chief marketing officer, The North Face. Lesnard most recently was global vice president and general manager, Running, at Nike.

CONSUMER DIGITAL & MEDIA

istdibs.com has appointed **Nancy Hood** as chief marketing officer. Hood most recently was senior vice president, marketing – Listener & Creator, at SoundCloud.

Amazon has appointed **Jennie Perry** as chief marketing officer, Prime & Amazon North America. Perry most recently was chief marketing officer, Amazon Fashion, at the Company. Additionally, Amazon has appointed Carmen Nestares as chief marketing officer, Amazon Fashion. Nestares most recently was chief marketing officer, Amazon Home Furnishing, Housewares & Wedding, at the Company.

CarGurus has appointed **Sarah Amory Welch** as chief marketing officer. Welch most recently was senior vice president, consumer marketing, at the Company.

Compass saw the departure of its chief marketing officer, **Khurrum Malik**.

Dashlane has appointed **Joy Howard** as chief marketing officer. Howard is responsible for overseeing the global marketing function as well as policy-related initiatives. She most recently was chief marketing officer at Lyft.

Fandango has appointed **Lori Pantel** as chief marketing officer. Pantel most recently was senior vice president, marketing activation – North America, at Mattel.

GroupM has appointed **Jill Kelly** as chief marketing officer, U.S. Kelly is responsible for supporting growth through her leadership of the brand marketing, product marketing and business development practices. She most recently was global chief marketing & communications officer at DigitasLBI.

Groupon has appointed **Craig Rowley** as chief marketing officer. Rowley is responsible for overseeing global marketing channels and brand development. He most recently was vice president, marketing, at REI.

Havas Health & You has appointed **Megan Rokosh** as chief marketing officer. Rokosh most recently was director, communications, at the Company.

Havas New York has appointed **Matthew Anderson** as chief marketing officer. Anderson is responsible for driving growth, marketing, and communication strategy in North America. He most recently was chief growth officer and head of strategic partnerships at BBH New York.

Hearst Autos has appointed **Michelle Panzer** as chief marketing officer. Panzer most recently was senior vice president, strategic marketing & communications and head of digital publishing, at Say Media.

Hearst Magazines announced the retirement of its president, marketing, **Michael Clinton**.

IntellaSphere has appointed **Debby Richman** as chief marketing officer. Richman most recently was senior vice president, internet banking, at Zions Bank.

MasterClass has appointed **David Schriber** as chief marketing officer. Schriber previously was vice president, global brand experience, creative & innovation, at Nike.

Netflix saw the departure of its chief marketing officer, **Kelly Bennett**.

PayPal has appointed **Allison Johnson** as executive vice president and chief marketing officer. Johnson previously was vice president, worldwide marketing communications, at Apple.

Pocket.watch has appointed **Kerry Tucker** as chief marketing officer. Tucker is responsible for content & consumer products marketing strategy, brand positioning, and PR & corporate communications. She most recently was chief executive officer at Hello Sunshine.

RetailMeNot has appointed **Scott Sundheim** as senior vice president, marketing – North America. Sundheim most recently was vice president, marketing, at the Company.

Skyscanner has appointed **Joanna Lord** as chief marketing officer. Lord most recently was chief marketing officer at ClassPass.

SmileDirectClub has appointed **John Sheldon** as chief marketing officer. Sheldon is responsible for customer acquisition & retention and leading marketing, creative, paid media, digital social, and experiential initiatives. He most recently was chief digital officer at the Company.

Snap has appointed **Kenny Mitchell** as chief marketing officer. Mitchell is responsible for leading consumer & product marketing programs. He most recently was vice president, marketing, brand content & engagement, at McDonald's.

SoundCloud has appointed **Anthony Gabriele** as senior vice president, subscriptions & marketing. Gabriele is responsible for the growth and expansion of Listener and Creator businesses, in addition to overseeing its growth marketing, brand marketing, and community support teams. He most recently was director, subscription marketing, at Apple.

SpotHero has appointed **Chris Stevens** as chief marketing officer. Stevens is responsible for marketing operations and consumer marketplace growth. He most recently was vice president and general manager, Getaways, at Groupon.

Terra's Kitchen has appointed **Anthony Pitts** as senior vice president, marketing. Pitts is responsible for driving growth strategy and digital transformation. He most recently was vice president, performance marketing, at Leesa Sleep.

The New York Times has appointed **David Rubin** as chief marketing officer. Rubin is responsible for enterprise-wide brand strategy, creative, and media, as well as audience definition, strategy & targets. He most recently was senior vice president and head of brand at the Company.

Tonal has appointed **Christopher Stadler** as chief marketing officer. Stadler most recently was chief marketing officer at IRONMAN.

Uber saw the departure of its global chief marketing officer, **Rebecca Messina**.

Walt Disney has appointed **Joe Earley** as executive vice president, marketing & operations – Disney+. Earley is responsible for leading content & brand marketing. He previously was chief operating officer at Fox.

WarnerMedia has appointed **Molly Battin** as chief corporate marketing & brand strategy officer. Battin most recently was executive vice president and global chief communications & corporate marketing officer, Turner, at the Company.

CONSUMER PRODUCTS & SERVICES

Beats by Dre has appointed **Chris Thorne** as chief marketing officer. Thorne is responsible for overseeing global marketing efforts including developing integrated marketing campaigns across all channels and promoting the brand through pop-cultural experiences. He most recently was chief growth officer at Forward.

Boston Beer has appointed **Lesya Lysyj** as chief marketing officer. Lysyj is responsible for leading brand management, innovation, digital & social marketing, media, consumer insights and sales support. She most recently was president, U.S., at Welch's.

Anheuser-Busch InBev saw the departure of its chief marketing officer, **Miguel Patricio**, who is now chief executive officer at Kraft Heinz.

B&G Foods has appointed **Jordan Greenberg** as executive vice president and chief commercial officer. Greenberg is responsible for marketing, strategic & annual planning, and delivery of the overall P&L for the Company. He most recently was vice president and general manager, Green Giant, at the Company.

Cholula has appointed **Miguel Leal** as chief marketing officer. Leal most recently was executive vice president, marketing, at KIND.

Campbell Soup promoted its chief marketing officer, Meals & Beverages, **Chris Foley**, to president of the same division.

Community Coffee has appointed **Leah Herrington** as senior vice president and chief marketing officer. Herrington previously was senior vice president, worldwide marketing, at JAFRA Cosmetics.

Core-Mark has appointed **Chris Murray** as senior vice president, marketing. Murray is responsible for leading marketing & category management initiatives. He most recently was senior vice president, marketing, at Jackson Food Stores.

Coty has appointed **Fiona Hughes** as chief marketing officer, Consumer Beauty. Hughes most recently was chief marketing officer at Jacobs Douwe Egberts.

Cura Partners has appointed **Jason White** as chief marketing officer. White most recently was executive vice president and global head of marketing at Beats by Dr. Dre.

DermaE has appointed **Barbara Roll** as chief marketing officer. Roll most recently was senior vice president, marketing, at the Company.

e.i.f. Cosmetics has appointed **Kory Marchisotto** as chief marketing officer. Marchisotto is responsible for marketing, creative, innovation, and direct-to consumer. She most recently was senior vice president, marketing, at bareMinerals.

Hasbro has appointed **Jamie Gutfreund** as chief consumer experience officer. Gutfreund is responsible for design & implementation of consumer-focused strategies and global marketing functions, including the company's internal creative agency, global consumer insights organization, and global media management team. She most recently was chief marketing officer at Wunderman Thompson.

him & hers has appointed **Melissa Waters** as chief marketing officer. Waters most recently served as vice president, marketing, at Lyft.

Hostess Brands has appointed **Chad Lusk** as senior vice president and chief marketing officer. Lusk is responsible for brand growth, consumer insights & analytics, brand strategy and innovation. He most recently was executive vice president and chief marketing officer at Chamberlain Group.

Hourglass Cosmetics has appointed **Charlotte Watson** as chief marketing officer. Watson most recently was vice president, marketing – North America at Pandora A/S.

Ideal Protein has appointed **Cheryl Callan** as chief customer officer. Callan previously was executive vice president and chief marketing officer at New York & Company.

ITG Brands announced the retirement of its executive vice president, marketing & sales, **Kathy Sparrow**.

Juul has appointed **Craig Brommers** as chief marketing officer. Brommers most recently was chief marketing officer at Gap Inc.

Kellogg Company has appointed **Gail Glickman Horwood** as chief marketing officer, North America. Glickman Horwood most recently was senior vice president, integrated marketing, at the Company.

Kimberly-Clark has appointed **Alison Lewis** as chief growth officer. Lewis is responsible for leading the global marketing team, building marketing capabilities, and leading the corporate research & engineering team on creating consumer-inspired innovation. She most recently was chief marketing officer, Consumer, at Johnson & Johnson.

Kraft Heinz saw the departure of its global brand officer & chief marketing officer, U.S., **Eduardo Luz**, who is now chief executive officer at 8Greens.

Masterbuilt Manufacturing has appointed **Cara Finger** as vice president and chief marketing officer. Finger most recently was vice president, brand management, at Serta Simmons Bedding.

MillerCoors has appointed **Michelle St. Jacques** as chief marketing officer. St. Jacques most recently was senior vice president, global brands & capabilities, at Kraft Heinz.

Ocean Spray has appointed **Chris O'Connor** as vice president, marketing. O'Connor is responsible for leading the core beverage, core food, immediate consumption, licensing & partnership, eCommerce, and emerging product teams. He most recently was vice president, marketing, at The Nature's Bounty Co.

PepsiCo has appointed **Aidan Kingerlee** as chief marketing officer, Juice. Kingerlee most recently was vice president, general manager – Nutrition, at the Company.

Procter & Gamble saw the departure of its general manager and brand-building officer, Global Hair Care, **Charlene Patten Zappa**, who is now executive brand artist at Leonora Polonsky & Associates.

Revlon has appointed **Serge Jureidini** as global chief marketing officer. Jureidini most recently was president – Revlon, Elizabeth Arden & Global Fragrances, at the Company.

Sabra Dipping has appointed **Jason Levine** as chief marketing officer. Levine most recently was chief marketing officer, North America, at Mondelez.

Serta Simmons Bedding has appointed **Melanie Huet** as chief marketing officer. Huet is responsible for brand marketing, consumer insights, channel marketing, shopper marketing, design, social media, customer service, licensing, product design & innovation, long term innovation, advanced technology and product engineering. She most recently was vice president, marketing, at Kraft Heinz.

Springs Window Fashions has appointed **John Weinstock** as executive vice president, marketing. Weinstock most recently was senior vice president, marketing – North America, at Electrolux.

SVP Worldwide has appointed **Dean Brindle** as chief marketing officer. Brindle is responsible for product marketing, brand marketing, marketing communications, marketing services, digital & social media, consumer insights, and packaging. He most recently was vice president, category strategy & product development, at De'Longhi North America.

TruGreen has appointed **Anthony Conversa** as chief growth officer. Conversa is responsible for leading customer service, research & development, corporate communications and marketing. He most recently was chief marketing officer and president, Direct-to-Consumer, at Brinks Home Security.

Tyson Foods has appointed **Noelle O'Mara** as chief marketing officer. O'Mara is responsible for innovation and brand building, including consumer insights & analytics, research & development, innovation, and marketing effectiveness. She most recently was vice president, new business models – Jimmy Dean & Tyson, at the Company.

United Natural Foods has appointed **Chris Testa** as president and chief marketing officer. Testa most recently was president at the Company.

Velcro Companies has appointed **Gabriella Parisse** as chief consumer & marketing officer. Parisse most recently was president, innovation & commercial development, at Tate & Lyle.

Yeti Coolers has appointed **Melisa Goldie** as chief marketing officer. Goldie is responsible for global brand marketing & creative vision as well as the direct to consumer business. She previously was chief marketing officer at Calvin Klein.

Young Living Essential Oils has appointed **Wayne Moorehead** as executive vice president, marketing. Moorehead most recently was chief brand officer at Purple Innovation.

Zume has appointed **Mark Crumpacker** as chief marketing officer and president, Culinary. Crumpacker most recently was chief marketing & strategy officer at Chipotle Mexican Grill.

LEISURE & HOSPITALITY

AMB Sports Entertainment has appointed **Morgan Shaw Parker** as vice president and chief marketing officer. Shaw Parker is responsible for brand marketing, brand communications, digital & social media, and creative design functions for the Atlanta Falcons and Mercedes-Benz stadium. She most recently was vice president, football communications, at the Company.

Bojangles has appointed **Jackie Woodward** as chief marketing officer. Woodward most recently was chief marketing officer at Krispy Kreme.

California Pizza Kitchen has appointed **Scott Hargrove** as executive vice president and chief marketing officer. Hargrove most recently was head of brand & consumer marketing at Snap.

Checkers & Rallys has appointed **Dwayne Chambers** as chief marketing officer. Chambers is responsible for leading marketing, ecommerce, R&D and communications. He most recently was chief marketing officer at P.F. Chang's.

Church's Chicken has appointed **Brian Gies** as executive vice president and global chief marketing officer. Gies is responsible for expanding its presence and grow worldwide market share through new domestic and global initiatives. He previously was chief marketing officer at TGI Fridays.

FOCUS Brands has appointed **Dan Gertsacov** as global chief marketing officer. Gertsacov most recently was chief marketing & digital officer at Arcos Dorados. Additionally, **FOCUS Brands** has appointed **Shivram Vaideeswaran** as chief marketing officer, Jamba Juice. Vaideeswaran most recently was chief marketing officer at Blaze Pizza. Lastly, **FOCUS Brands** has appointed **Natalia Franco** as chief marketing officer, McAlister Deli. Franco previously was chief brand & strategy officer at California Pizza Kitchen.

GameWorks has appointed **Michael Sadowski** as chief marketing officer. Sadowski most recently was vice president and general manager at Kelley Blue Book.

International Cruise & Excursions has appointed **Joshua Kanter** as global chief marketing officer. Kanter is responsible for overseeing global teams that focus on product & consumer marketing, digital & marketing automation, design, and creative services. He most recently was chief marketing officer at PetSmart.

Little Caesars has appointed **Jeff Klein** as senior vice president, global marketing. Klein most recently was chief marketing officer, Global Foodservice, at PepsiCo.

MGM has appointed **Stephen Bruno** as chief marketing officer. Bruno is responsible for overseeing global marketing and brand strategy for film & TV properties. He most recently was vice president, global creative marketing, at Netflix.

Miami Dolphins has appointed **Laura Sandall** as vice president, marketing. Sandall most recently was vice president, marketing, at The Michaels Companies.

Papa John's International has appointed **Karlin Linhardt** as global chief marketing officer. Linhardt previously was senior vice president, marketing – North America, at Subway.

PGA Tour saw the departure of its chief marketing officer, **Joe Arcuri**, who is now chief executive officer at American Greetings.

Regis Corporation has appointed **James Townsend** as executive vice president and chief marketing officer. Townsend most recently was partner and chief development officer at 72andSunny.

Shake Shack has appointed **Jay Livingston** as chief marketing officer. Livingston is responsible for leading strategic and innovative marketing. He most recently was chief marketing officer at Bark.

Smoothie King has appointed **Rebecca Miller** as chief marketing officer. Miller most recently was senior vice president, marketing, at On the Border Mexican Grill & Cantina.

Switchfly has appointed **Alan Josephs** as executive vice president, product, partnership & marketing. Josephs previously was chief marketing officer, U.S., at Allianz Global Assistance.

Tom's Urban has appointed **Dan Holm** as chief marketing officer. Holm most recently was head of marketing at Carrabba's Italian Grill.

Wendy's has appointed **Carl Lored** as chief marketing officer. Lored most recently was vice president, brand marketing, at the Company.

FINANCIAL SERVICES

Artivist has appointed **Paul Nobile** as chief marketing officer. Nobile is responsible for marketing & communications strategy and execution. He previously was chief marketing officer and managing director, Investment Management, at BNY Mellon.

Avison Young has appointed **Molly Kelly** as global chief marketing & communications officer. Kelly previously was chief marketing officer, Americas, at JLL.

Bento has appointed **Tracy Hansen** as chief marketing officer. Hansen most recently was chief marketing officer at Renaissance Learning.

Brighthouse Financial has appointed **Meghan Doscher** as senior vice president and chief marketing officer. Doscher is responsible for marketing & branding strategy. She most recently was senior vice president and chief procurement officer at the Company.

Cardtronics has appointed **Paul Wilmore** as global chief marketing officer. Wilmore most recently was chief marketing officer at Barclays US Consumer Bank.

Charles Schwab has appointed **Andy Gill** as executive vice president and chief marketing officer. Gill is responsible for building the brand and fueling growth as well as data solutions. He most recently was executive vice president, client & data solutions, at the Company.

CNO Financial Group has appointed **Rocco Tarasi** as chief marketing officer. Tarasi is responsible for leading enterprise marketing & communications. He most recently was vice president, finance & operations, at Bankers Life.

Cohen & Steers has appointed **Paul Zettl** as senior vice president and chief marketing officer. Zettl most recently was group vice president, product marketing & offer management, at T. Rowe Price.

Combined Insurance has appointed **Chad Wells** as vice president, marketing. Wells is responsible for marketing, sales growth & business development through product development, digital advertising, social media, sales campaigns, and other marketing initiatives. He most recently was executive director, program management & marketing, at Blue Cross Blue Shield Association.

E*TRADE Financial has appointed **Alice Milligan** as chief customer officer. Milligan is responsible for retail products, digital customer experience, and marketing. She most recently was chief digital client experience officer, Consumer – North America at Citibank.

eXp World has appointed **Mitch Robinson** as chief marketing officer. Robinson most recently was senior vice president, marketing & communications, at the Company.

Foresters Financial has appointed **David Longfritz** as global chief marketing officer. Longfritz most recently was head of marketing & business development at National Life Group.

IEX Group has appointed **Kate Gunning** as chief marketing officer. Gunning most recently was executive director and global head of brand at JP Morgan Asset Management.

Kraken Crypto has appointed **Matt Mason** as chief marketing officer. Mason most recently was studio head, 1-800-NOTHING, at Sony Pictures Entertainment.

LendingClub has appointed **Alexandra Shapiro** as chief marketing officer. Shapiro is responsible for executing marketing strategy, building a strong consumer brand, and cultivating a community for members. She most recently was chief marketing officer at Intercom.

Metromile has appointed **Bhanu Pulela** as chief marketing officer. Pulela most recently was senior vice president, marketing, at Wells Fargo.

National Western Life Insurance has appointed **Chad Tope** as executive vice president and chief marketing officer. Tope most recently was president, distribution – Annuities & Individual Life, at Voya Financial.

Personal Capital has appointed **Porter Gale** as chief marketing officer. Gale most recently was general manager, marketing, at Globality.

Principal Financial has appointed **Beth Wood** as chief marketing officer. Wood is responsible brand, market research, analytics & business intelligence, global firm relations and external communications. She most recently was vice president and chief marketing officer at Guardian Life Insurance.

RLI has appointed **Lisa Gates** as vice president, marketing & communications. Gates is responsible for marketing, communications strategy, and operations. She most recently was assistant vice president, marketing & communications, at the Company.

Sallie Mae has appointed **Donna Vieira** as executive vice president and chief marketing officer. Vieira is responsible for product development, sales, marketing, government relations, and communications for the consumer businesses. She most recently was chief marketing officer, Consumer Banking & Wealth Management, at JPMorgan Chase.

Santander Bank has appointed **Barbara Glasser** as chief marketing officer, North America. Glasser is responsible for external communications, brand management, and creative marketing programs. She most recently was senior vice president, marketing, corporate communications & product management, at Astoria Bank.

Sun Life Financial has appointed **Samantha O'Neill** as chief marketing officer, Canada. O'Neill most recently was vice president, marketing & client experience, at the Company.

TIAA has appointed **Sanjay Gupta** as chief customer officer. Gupta previously was executive vice president, marketing, corporate relations & innovation, at Allstate.

Toll Brothers has appointed **Wendy Marlett** as senior vice president. Marlett most recently was executive vice president and chief marketing officer at CalAtlantic.

WesBanco Bank has appointed **Eric Giesecke** as senior vice president and chief marketing officer. Giesecke most recently was head of marketing, corporate & institutional Banking, at PNC Bank.

HEALTHCARE

Align Technology has appointed **Raj Pudipeddi** as senior vice president and chief marketing officer. Pudipeddi is responsible for global marketing including product portfolio, product management, commercialization, and global branding for the Invisalign and iTero. He previously was vice president, Oral Care – North America, at Procter & Gamble.

Anthem has appointed **Bill Beck** as chief marketing officer. Beck most recently was vice president and general manager, Kitchen – North America, at Whirlpool.

Atrium Health has appointed **Michael Parkerson** as chief marketing officer. Parkerson is responsible for communications and marketing strategy across all geographical markets. He previously was chief strategy & innovation officer at Blue Cross Blue Shield North Carolina.

Carrot has appointed **Kristin Russel** as senior vice president, marketing. Russel most recently was vice president, marketing – Transcend Insights, at Humana.

Eargo has appointed **Shiv Singh** as chief marketing officer. Singh most recently was senior vice president and global head of go-to-market innovation at VISA.

Gilead Sciences has appointed **Matt Sause** as senior vice president, global marketing. Sause is responsible for managing the commercialization process between R&D and the commercial regions. He most recently was vice president, lifecycle leader – Tecentriq Lung, Head & Neck Cancers, at Genentech.

Henry Ford Health System has appointed **David Duvall** as senior vice president, chief marketing, communications & experience officer. Duvall most recently was senior vice president, marketing & communications officer, at Novant Health.

Hill-Rom has appointed **Richard Marritt** as chief marketing officer. Marritt most recently was chief marketing officer, Welch Allyn, at the Company.

Komodo Health has appointed **Bill Evans** as chief marketing officer. Evans most recently was chief marketing officer at IBM Watson Health.

LifeScan has appointed **Ty Lee** as senior vice president, global marketing. Lee most recently was global vice president, customer strategy & development – J&J Vision, at Johnson & Johnson.

Mayo Clinic has appointed **Sherri W. Gilligan** as chief marketing officer. Gilligan most recently was chief marketing officer at Two Roads Hospitality.

MDLIVE has appointed **Mindy Heintskill** as chief marketing officer. Heintskill is responsible for leading the development of digital & traditional media and marketing campaigns to improve both customer acquisition & retention. She most recently was vice president, loyalty & personalized marketing, at Walgreens.

Novant Health has appointed **Vicky Free** as senior vice president and chief marketing officer. Free is responsible for leading the strategic direction of all the marketing activities, including brand, market research, paid media & campaign management, digital engagement, new markets, physician & consumer content marketing, marketing operations, as well as insights & analytics. She most recently was senior vice president, Disney Theatrical & ABC Television Distribution, at The Walt Disney Company.

Oscar Health has appointed **Ivan Wicksteed** as chief marketing officer. Wicksteed is responsible for overseeing marketing, content, and brand strategy. He previously was chief marketing officer at Old Navy.

Sutter Health has appointed **L. Jasmine Kim** as chief marketing officer. Kim is responsible for brand & product strategy. She most recently was vice president, marketing – Hayneedle, at Walmart.

Vertex Pharmaceuticals has appointed **Peter Catalino** as senior vice president, global marketing. Catalino most recently was global head of Cardio-Metabolic Medicines at Novartis.

Virtua Health has appointed **Chrisie Scott** as senior vice president and chief marketing officer. Scott most recently was vice president, strategic marketing, at the Company.

Vyair Medical has appointed **Lisa Rose** as chief marketing & innovation officer. Rose is responsible for innovation pipeline, long range portfolio strategy, business development alliances, market intelligence, and commercial launch readiness. She most recently was vice president, global marketing – Abbott Diagnostics, at Abbott. **Vyair Medical** has appointed **Debra Goetz** as chief brand & digital officer. Goetz is responsible for global brand strategy, customer experience, internal & external communications, digital & social marketing, and e-Commerce initiatives. She most recently was senior vice president, corporate marketing, at Hyatt Hotels.

INDUSTRIAL & NATURAL RESOURCES

American Electric Power has appointed **Thomas Kirkpatrick** as senior vice president and chief customer officer. Kirkpatrick is responsible for customer services, marketing, distribution services, and business development. He most recently was vice president, distribution asset management & support services, at the Company.

BBB Industries has appointed **John Boyer** as executive vice president, marketing & product management. Boyer most recently was vice president, product & category management, at the Company.

BMW Group has appointed **Uwe Dreher** as vice president, marketing – North America. Dreher is responsible for marketing communication and product planning. He most recently was vice president, global brand communications, at the Company.

Indigo Agriculture has appointed **Jennifer Betka** as chief marketing officer. Betka most recently was chief marketing officer at StubHub.

Kia saw the departure of its chief marketing officer, U.S., **Saad Chehab**.

Kemin Industries has appointed **Haley Stomp** as senior vice president, worldwide marketing. Stomp most recently was vice president, marketing – Animal Nutrition & Health, at the Company.

Mitsubishi Motors has appointed **Kimberley Gardiner** as vice president and chief marketing officer, North America. Gardiner is responsible for marketing communications including print & digital advertising, creative development & deployment, and strategic planning. She most recently was director, marketing communications – America, at KIA Motors.

Nissan has appointed **Airtou Cousseau** as senior vice president, marketing & sales – North America. Cousseau most recently was managing director, China, at the Company.

Nordic Aviation Capital has appointed **Ryan Debrusk** as head of marketing, Americas. Debrusk most recently was vice president, commercial aircraft sales – Europe, at Bombardier.

Transplace has appointed **Karen Sage** as chief marketing officer. Sage is responsible for leading the sales operations, corporate communications, and all marketing strategies & functions. She most recently was chief marketing officer at MercuryGate International.

UniGroup has appointed **Cecilia Shea** as vice president, marketing. Shea is responsible for building brand equity & awareness, driving customer acquisition, and leveraging scale to grow in both existing & new markets. She most recently was head of digital marketing & eCommerce at Build-A-Bear Workshop.

NON-PROFIT / EDUCATION

American Diabetes Association has appointed **Vignesh Clingam** as chief marketing & digital officer. Clingam previously was managing partner and senior vice president, marketing services, at RAPP.

American Lung Association has appointed **Julia Fitzgerald** as chief marketing officer. Fitzgerald most recently was vice president, marketing, at Thermos.

Graduate Management Admission Council has appointed **Maria Salazar Perez** as chief marketing officer. Salazar Perez most recently was vice president, commercial strategy, marketing & revenue execution – Elsevier at RELX Group.

Shatterproof has appointed **Kirsten Suto Seckler** as chief marketing & communications officer. Suto Seckler is responsible for developing & implementing marketing & communications strategies. She most recently was chief brand officer for the Special Olympics.

University of Illinois has appointed **Eric Minor** as chief marketing officer. Minor is responsible for leading marketing & communications to drive results in areas including enrollment, advancement, faculty recruitment, and reputation. He most recently was senior director, marketing, at The Libman Company.

PROFESSIONAL SERVICES

Alorica has appointed **Colson Hillier** as chief marketing officer. Hillier is responsible for global marketing & communications, strategic planning, and product development. He most recently was vice president, emerging platforms, at Verizon Wireless.

Ankura has appointed **Jeff Berardi** as chief marketing & communications officer. Berardi is responsible for leading all marketing, brand-building, and communications. He most recently was chief marketing officer at K&L Gates.

Bain & Co has appointed **Erika Serow** as chief marketing officer. Serow is responsible for building the next generation product and solutions marketing. She most recently was partner and head of Retail, Americas, at the Company.

Foley & Lardner has appointed **Melanie Zaletsky** as chief marketing & business development officer. Zaletsky is responsible for enterprise business development, marketing, client service, and branding efforts. She most recently was chief client development & practice management officer at Crowell & Moring.

Fox Rothschild has appointed **Holly Lentz Kleeman** as chief marketing officer. Lentz Kleeman most recently was chief business development officer at Klehr Harrison Harvey Branzburg.

Guidehouse has appointed **Joy Jarrett** as chief marketing officer. Jarrett is responsible for branding, marketing, and communications. She most recently was chief executive officer at Mozaik Labs.

Lowenstein Sandler has appointed **Kevin Iredell** as chief marketing officer. Iredell most recently was director, business development, at Stroock & Stroock & Lavan.

TECHNOLOGY

Amazon Web Services has appointed **David Solomito** as head of global marketing, travel & hospitality. Solomito most recently was vice president, marketing – Kayak & OpenTable, at Kayak.

Avnet has appointed **Jessica Daughetee** as chief marketing officer. Daughetee most recently was vice president, content marketing & media, at the Company.

Axiom has appointed **Sidra Berman** as executive vice president and chief marketing officer. Berman is responsible for marketing strategy and all marketing activities including go-to-market strategy, brand-building, lead generation, and talent attraction. She most recently was chief marketing officer at Tangoe.

BetterCloud has appointed **Andrew Savitz** as chief marketing officer. Savitz most recently was chief marketing officer at AppDynamics.

Carbon Black has appointed **Brad Rinklin** as chief marketing officer. Rinklin most recently was chief marketing officer at Eze Software.

Comodo has appointed **Tami Cannizzaro** as chief marketing officer. Cannizzaro most recently was vice president and head of global demand at CA Technologies.

Contentsquare has appointed **Aimee Stone Munsell** as chief marketing officer. Munsell is responsible for all brand, communications, and lead generation initiatives. She previously was director, marketing –IBM Commerce at IBM.

Cornerstone OnDemand has appointed **Heidi Spirgi** as chief marketing & strategy officer. Spirgi most recently was senior vice president, product & services, at The Marcus Buckingham Company.

enosiX has appointed **Shawn Reynolds** as chief marketing officer. Reynolds previously was global vice president, head of IoT marketing, at SAP.

F5 Networks has appointed **Mika Yamamoto** as chief marketing & customer experience officer. Yamamoto most recently was president, Marketo, at Adobe.

Forcepoint has appointed **Matt Preschern** as chief marketing officer. Preschern is responsible for leading global marketing including driving brand awareness, revenue generation, and sales enablement. He most recently was senior vice president, marketing, at CA Technologies.

GoDaddy has appointed **Fara Howard** as chief marketing officer. Howard is responsible for marketing strategy and execution, including brand & performance marketing, community engagement, and customer lifecycle management. She most recently was chief marketing officer, Amazon Fashion, at Amazon.

Hitachi Ventara has appointed **Jonathan Martin** as chief marketing officer. Martin is responsible for leading worldwide marketing strategy, demand generation, digital & customer experience, brand & corporate communications, market intelligence, marketing operations, and global learning. He most recently was chief marketing officer at Pure Storage.

Instructure has appointed **Marta DeBellis** as chief marketing officer. DeBellis is responsible for leading worldwide marketing, overseeing marketing strategy, demand generation, digital marketing, product marketing, branding, and communications. She most recently was vice president, customer success – Digital Experience, at Adobe.

Interana has appointed **Scott Leatherman** as chief marketing officer. Leatherman is responsible for overseeing customer & partner growth. He most recently was global vice president, marketing, at SAP.

IronNet Cybersecurity has appointed **Russell Cobb** as chief marketing officer. Cobb is responsible for driving go-to-market strategy, brand & product marketing, channel marketing, public relations, and analyst relations. He most recently was senior vice president, growth & business operations, at SAS.

Masergy has appointed **Rebecca Carr** as chief marketing officer. Carr is responsible for driving growth, brand equity, and digital strategies. She previously was chief marketing officer at CoStar Group.

Modo Labs has appointed **Rebecca Murtagh** as chief marketing officer. Murtagh is responsible for leading & executing the go-to-market strategy. She previously was vice president, brand & global marketing, at Akamai.

National Instruments has appointed **Carla Sublett** as chief marketing officer. Sublett is responsible for elevating the brand and driving demand generation efforts for growth. She most recently was senior vice president and chief marketing officer at Rackspace.

Poppulo has appointed **Neil Lieberman** as head of marketing, U.S. Lieberman most recently was chief marketing officer at Brightcove.

PRGX Global has appointed **Carol O'Kelley** as chief marketing officer. O'Kelley recently was chief executive officer at Salesfusion.

Procore has appointed **Jim Sinai** as senior vice president, marketing. Sinai most recently was vice president, marketing – Salesforce Einstein, at Salesforce.

Pure Storage has appointed **Robson Grieve** as chief marketing officer. Grieve is responsible for creating & advancing the global marketing strategy and strengthening market recognition. He most recently was chief marketing officer at New Relic.

Regulatory Data Corp has appointed **Terese Fernandez** as global head of marketing. Fernandez most recently was chief marketing officer at Wolters Kluwer Lien Solutions.

Samsung Electronics saw the departure of its chief marketing officer, America, **Marc Mathieu**.

SAP has appointed **Alison Biggan** as president, corporate marketing. Biggan most recently was chief product & field marketing officer at the Company.

Smartsheet has appointed **Anna Griffin** as chief marketing officer. Griffin is responsible for leading global marketing. She most recently was chief marketing officer at IEX Group.

Splunk has appointed **Carrie Palin** as chief marketing officer. Palin is responsible for overseeing global marketing strategy. She previously was chief marketing officer at Box.

Symantec has appointed **Debora Beachner Tomlin** as chief marketing officer. Tomlin most recently was chief marketing officer and head of consumer experience at CSAA Insurance Group.

T-Mobile has appointed **Matt Staneff** as chief marketing officer. Staneff most recently was executive vice president, chief commercial officer, at the Company.

Veritas Technologies has appointed **Todd Forsythe** as chief marketing officer. Forsythe previously was senior vice president, global digital marketing, at Dell.

Russell Reynolds Associates is a global leadership advisory and search firm. Our 450+ consultants in 46 offices work with public, private and nonprofit organizations across all industries and regions. We help our clients build teams of transformational leaders who can meet today's challenges and anticipate the digital, economic and political trends that are reshaping the global business environment. From helping boards with their structure, culture and effectiveness to identifying, assessing and defining the best leadership for organizations, our teams bring their decades of expertise to help clients address their most complex leadership issues.

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