
Trends and Moves

Marketing Moves 2016: Q1 – Q2

Marketing Turnover Reaches New High

To better understand current trends in the appointment and turnover of marketing officers, Russell Reynolds Associates tracked and analyzed 175 notable, publicly disclosed marketing-leadership moves in the first two quarters of 2016.

KEY FINDINGS

- **Record turnover.** So far, 2016 has witnessed the highest level of marketing-leader appointments and turnover since Russell Reynolds Associates began comprehensively tracking all major appointments four years ago. In the first six months of this year, we recorded 175 marketing-leader appointments, compared to 147 in the prior six months and 134 in the same period of last year
- **Retail volatility.** Some industries, and most notably the retail industry, experienced particularly high volatility. Among the top 30 US-based retailers by revenue, 48 percent have turned over their marketing leader in the last 12 months alone. See *From CMO to C-Uh-Oh*¹ for more insight. In the first half of 2016, retail appointments accounted for 17 percent of all CMO hires, up from 9 percent this time last year
- **External hires dominate.** The clear majority of marketing officer appointments during the first two quarters were external hires, at 62 percent, as they were in the first two quarters of 2015 (63 percent). Technology companies exhibit the greatest tendency to recruit an external marketing leader, in 86 percent of appointments in the first half of the year
- **Outsiders in financial services.** Financial services continued its strong and persistent trend of appointing marketing leaders from outside the sector, with 62 percent of financial services marketing-leader appointments pulling talent from outside the industry. The consumer sector is the source of the most cross-industry hires to financial services (50 percent)
- **Insiders elsewhere.** The consumer and technology industries maintained their trend of appointing marketing leaders from within their own sectors
- **Gender diversity grows slightly.** Women accounted for 40 percent of all marketing-leadership appointments, up one percent from Q3-Q4 2015, and from 34 percent in Q1-Q2 2015.
- **External elevations more common than internal promotions.** Of the marketing leaders that left their role in Q3-Q4 2015, only 23 percent were internally promoted to roles like president, chief digital officer, or chief executive officer. However, of those that left their company during that time period, 33 percent joined new companies under similar titles.

GENERAL TRENDS

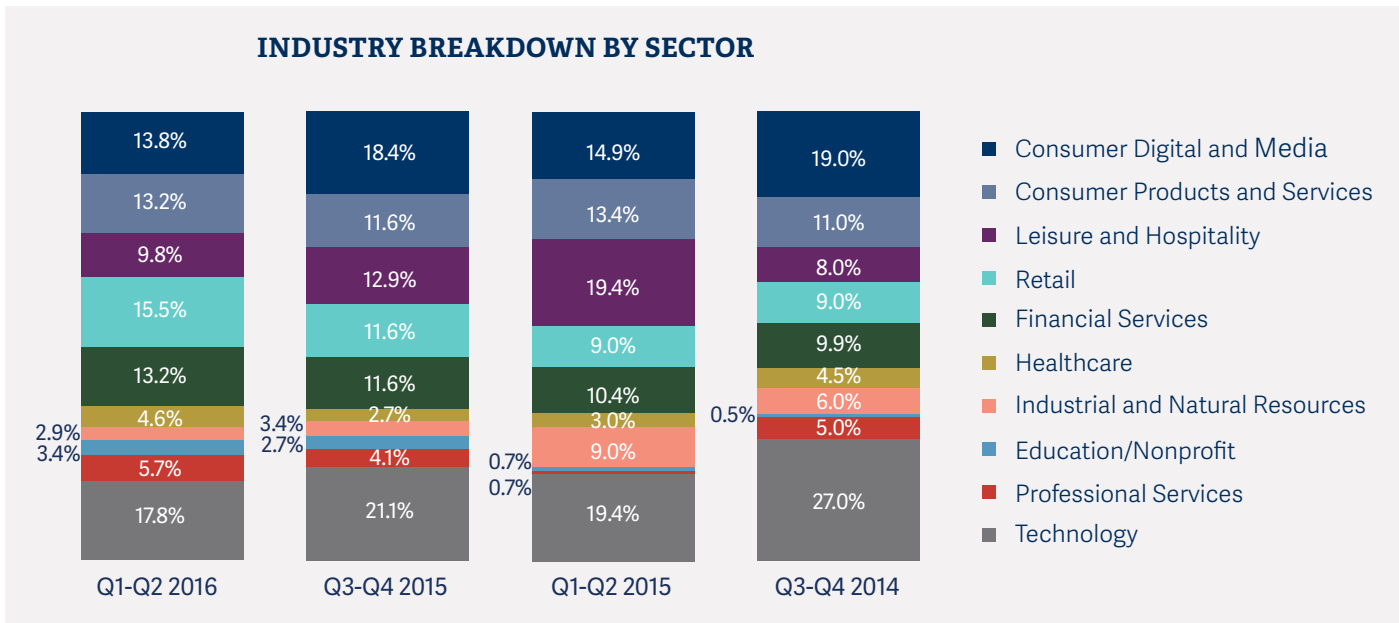
Industry Breakdown of Marketing Moves

Continuing a pattern we have seen in previous quarters, the consumer sector accounted for just over half (53 percent) of the turnover among marketing leaders. Within the sector, the breakdown was as follows: 16 percent of marketing moves took place in retail – up 4 percent from the final two quarters of 2015, the largest increase of any sector – 14 percent in consumer digital and media companies, 13 percent in consumer products and services, and 10 percent in leisure and hospitality.

¹Sanderson, Richard, Norm Yustin, Adam Twersky. "From CMO to C-Uh-Oh: Why the level of turnover among retail chief marketing officers?" Russell Reynolds Associates. May 26, 2016.

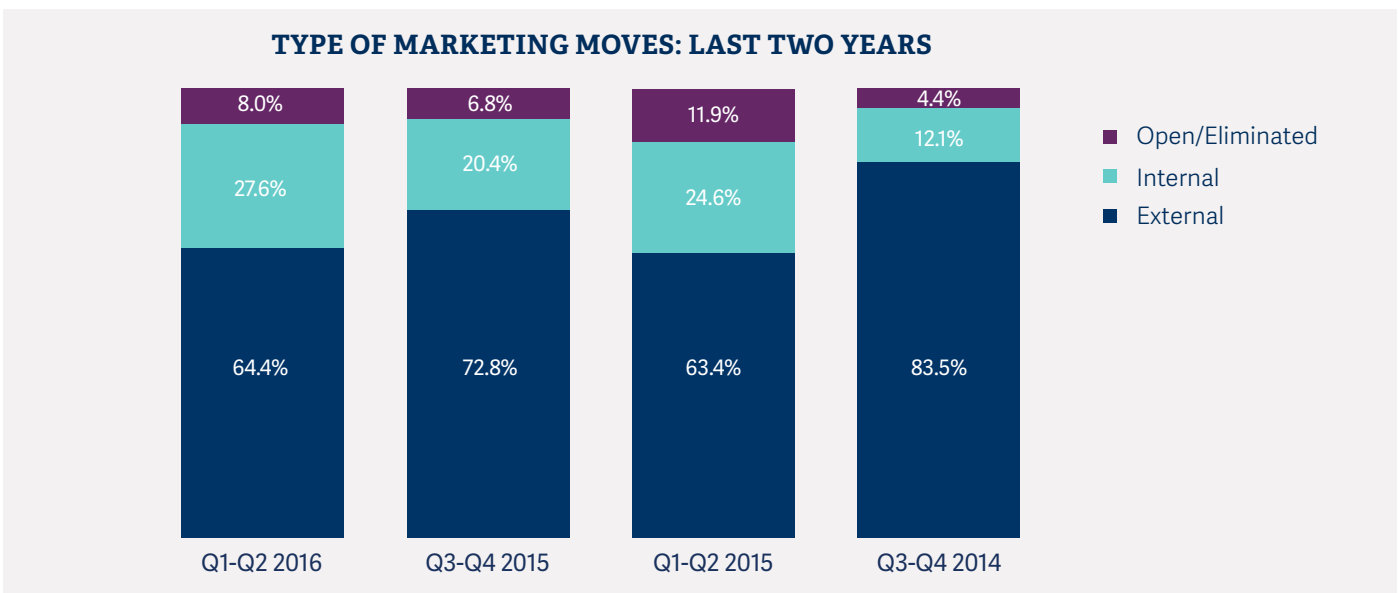


The high level of turnover among retail marketing leaders is undoubtedly the result of ongoing industry turmoil, as legacy brick-and-mortar retailers continue to adapt to the reality of multichannel commerce and the rapidly changing consumer landscape. (For more, see *From CMO to C-Uh-Oh.*)



Internal vs. External Hires

The majority of marketing leader appointments continue to be external hires. As has been the case for the last few years, the first half of this year saw companies looking externally for their marketing executives significantly less of the time (64 percent) than they did in the second half of the prior year (73 percent of the time). Those proportions were consistent with data from the year earlier, with 63 percent of marketing hires coming externally in the first half of 2015, but 84 percent in the second half of 2014.

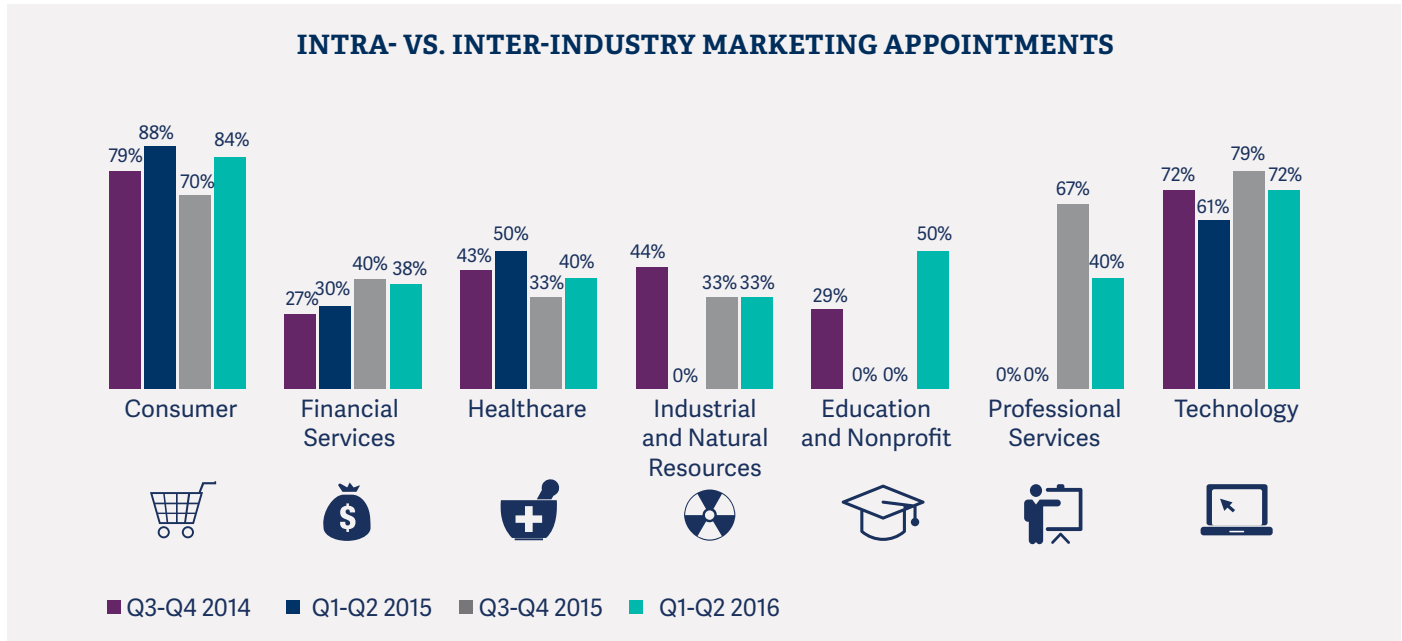


For internal appointments, the average industry tenure with the company prior to appointment was 9.9 years, slightly down from 10.7 years in all of 2015.

Inside of Industry vs. Outside of Industry

Three sectors, in particular, continued to exhibit strong trends in the sources of their external hires over the past two years. The majority of technology and consumer external appointments still came from inside the sector (72 percent and 84 percent, respectively). For technology, this was a decrease from 79 percent in the previous two quarters; for consumer, this was a significant increase from 70 percent in the previous two quarters.

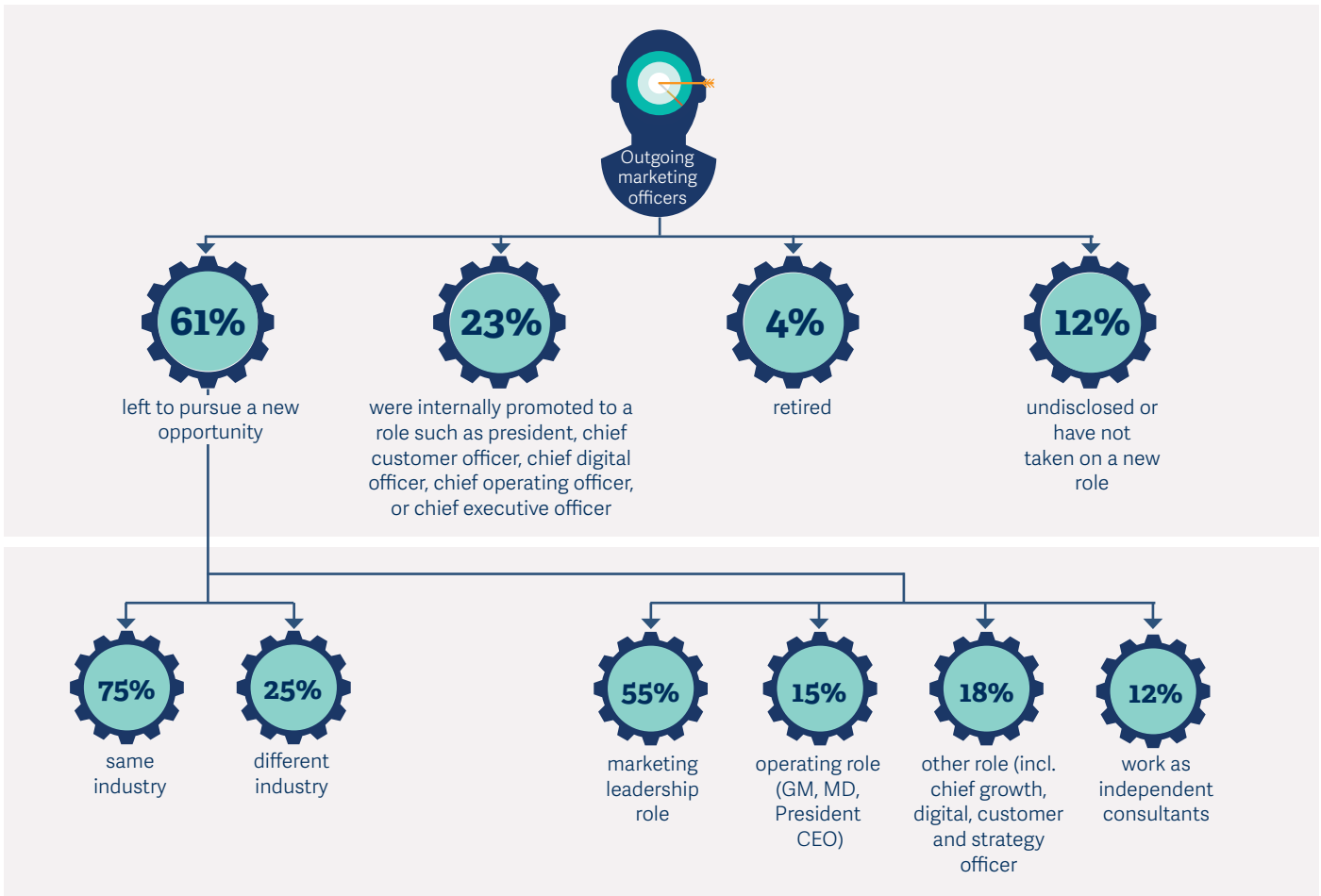
In contrast, only a minority of external marketing-leadership appointments in financial services came from inside the sector (38 percent). This was a two percent decrease from the prior six months, and an 8 percent increase from the first half of 2015.



Where Do Chief Marketing Officers Go?

To gain additional insight into marketing officers' career paths, we analyzed the patterns of marketing leaders who left their roles in Q3 or Q4 of 2015. Of those departing marketing leaders, approximately 23 percent were internally promoted into a non-marketing role, while 61 percent left the company for a new opportunity. The remainder either retired (4 percent), or have either not yet taken on a new role or not made their new employment public (12 percent).

In the latter half of 2015, of those who left to pursue a new opportunity, 75 percent stayed in the same industry, while 25 percent moved to a different industry. Of this same group, 55 percent take on a marketing leadership role, while 18 percent move up to a higher, non-operating role (i.e., chief growth officer, chief strategy officer, etc.) and 15 percent moved to an operating role. Also, 14 percent began working as independent consultants.



CONSUMER SECTOR

CONSUMER DIGITAL AND MEDIA

BBC America appointed **Oscar Mendez** as executive vice president, marketing and digital. Mendez is now responsible for all strategic, creative and consumer marketing, along with all digital activity, social and ad-sales marketing. He was most recently executive vice president and chief marketing officer at MundoFox.

Constant Contact appointed **John Orlando** as chief marketing officer. Orlando was most recently vice president, customer and product marketing at the same company.

Consumer Reports appointed **Kim Miller** as chief marketing officer. Miller is now responsible for enterprise-wide brand, digital and print marketing, as well as fundraising, customer care and consumer insights. She was most recently vice president, digital marketing, at J. Crew.

DraftKings appointed **Janet Holian** as global chief marketing officer. Holian is now responsible for overseeing worldwide revenue, including daily fantasy sports games, advertising, sponsorships and brand licensing, as well as game operations and events and the company’s global marketing program. She was most recently chief executive officer at Gemvara.

Dropbox saw the departure of **Julie Herendeen**, its vice president, marketing. Dennis Woodside, the company's chief operating officer, has led the marketing function since her departure.

Entercom Communications appointed **Ruth Gaviria** as chief marketing officer. Gaviria served most recently as executive vice president, corporate marketing, at Univision Communications.

The Enthusiast Network appointed **Jonathan Anastas** as chief marketing officer. Anastas was most recently the global head of demand generation and lifecycle marketing at Roku Entertainment.

Go Daddy appointed **Barbara Rechterman** as its chief marketing and customer officer. Rechterman was most recently chief customer officer at the company.

IronPlanet appointed **Matt Ackley** as senior vice president and chief marketing officer. Ackley served most recently as chief marketing officer at Practice Fusion.

Lionsgate Entertainment appointed **Michael Fisk** as executive vice president, international marketing. Fisk is now responsible for developing international marketing strategies for all Lionsgate films and works closely with international distributors in local markets. He also provides creative direction for, and oversight of, the local execution of global strategies. He was most recently senior vice president, international marketing, at Sony Pictures.

Major League Baseball saw the departure of **Jacqueline Parkes**, chief marketing officer, who left for a new opportunity at MTV.

MTV Networks appointed **Jacqueline Parkes** as executive vice president, marketing and creative. She was most recently the chief marketing officer at Major League Baseball.

New York Times appointed **David Rubin** as senior vice president and head of brand. Rubin is responsible for leading enterprise-wide brand strategy, development and execution. He was most recently the head of global marketing at Pinterest.

Omnicom Media Group appointed **Joshua Prince** as its chief marketing officer, Omnicom Health. Prince served most recently as president of the CDM Group at the company.

Pandora Media saw the departure of its chief marketing officer, **Simon Fleming-Wood**.

SEGA of America appointed **Mike Evans** as chief marketing officer. Evans was most recently vice president, marketing, at the company.

Shutterstock appointed **Jeff Weiser** as its chief marketing officer. Weiser is now responsible for the company's global marketing organization, focusing on building customer demand, identifying new revenue opportunities and increasing brand awareness. He was most recently senior vice president, strategic analysis, database marketing and online acquisition marketing at Beachbody, LLC.

Snapchat appointed **Betsy Lack** as head of its global brand strategy. Lack was most recently a contributing editor, New Establishment, at Vanity Fair.

Time, Inc. appointed **Leslie Dukker Doty** as executive vice president, consumer marketing and revenue. Doty was most recently the chief marketing officer at Trusted Media Brands.

Tinder appointed **Ferrell McDonald** as chief marketing officer. McDonald was most recently senior vice president and head of originals marketing at Starz Entertainment.

Twitter appointed **Leslie Berland** as chief marketing officer. Berland was most recently executive vice president, global advertising, marketing and digital partnerships at American Express.

Warner Brothers Pictures appointed **Blair Rich** as president, worldwide marketing. Rich is responsible for developing and executing all marketing campaigns and creating the strategy for Warner Bros. Pictures' global releases. Additionally, Rich has full marketing oversight on releases from New Line Cinema as well as all titles produced by the company's longtime production partners, Alcon and MGM. She was most recently executive vice president, worldwide marketing, at the company.

Wikia appointed **Christy Shannon** as vice president, marketing. Shannon now oversees global marketing for the company, including brand-building efforts, developing product-launch strategies and leveraging digital marketing strategies, as well as events and public relations. She was most recently senior director, integrated marketing, at the company.

CONSUMER PRODUCTS AND SERVICES

Beam Suntory appointed **Rebecca Messina** as global chief marketing officer. Messina was most recently senior vice president, marketing, innovation, ventures and emerging brands, at Coca-Cola.

Boston Beer Co. appointed **Jon Potter** as chief marketing officer. Potter is responsible for the planning, development and execution of brand development, marketing and advertising initiatives. He was most recently managing director, Chandon California, at Moet Hennessy USA.

Campbell Soup Company appointed **Greg Shewchuck** as senior vice president, chief marketing and commercial officer, Americas. Shewchuck is responsible for the financial management and consumer experience associated with all the brands within the company's US retail portfolio. He will focus on building authentic relationships with consumers by using all elements of the modern marketing mix, especially digital channels; on accelerating marketing innovation; and on new growth platforms. He was most recently global head of marketing and chief marketing officer at Mead Johnson Nutrition Company.

Celsius, Inc. appointed **Vanessa Walker** as executive vice president, sales and marketing. Walker is responsible for leading the company's sales and marketing efforts, as well as the development and execution of corporate strategy. She was most recently an executive vice president, sales and marketing, at LaCroix Sparkling Water.

Cintas appointed **Bob Mitchell** as chief marketing officer. Mitchell was most recently senior vice president, sales, at the company.

Converse saw the departure of **Geoff Cottrill**, chief marketing officer, who left for a new opportunity at MullenLowe.

Coty saw the departure of its chief marketing officer, **Jill Scalandre**, who left for a new opportunity at Shiseido.

EveryWare Global appointed **Jeffrey Jarrett** as chief marketing officer. Jarrett was most recently senior vice president, marketing, at Duracell.

Frito-Lay appointed **Jennifer Saenz** as chief marketing officer, North America. Saenz was most recently vice president, marketing innovation, at the company.

Jack Link's Protein Snacks appointed **Tom Dixon** as its chief marketing officer. Dixon is now responsible for the strategic planning of all marketing and innovation functions across the company's family of brands. He was most recently the chief marketing officer at Welch's.

JM Smucker appointed **Geoff Tanner** as senior vice president, growth and innovation. Tanner was most recently vice president, marketing, and general manager, Pet Division, at the company.

Kimberly-Clark appointed **Scott Usitalo** as chief marketing officer. Usitalo was most recently president, Family Care – North America, at the company.

KIND Snacks appointed **Miguel Leal** as executive vice president, marketing. Leal was most recently chief marketing officer at Diamond Foods.

Mag Instrument appointed **Malissa Peace** as chief marketing officer. Peace was most recently senior vice president, marketing, at Vanco Payment Solutions.

Marchon Eyewear appointed **Thomas Burkhardt** as chief marketing officer and head of global licensing. Burkhardt was most recently vice president, global marketing – Calvin Klein Fragrances and Cosmetics, at Coty.

Mars appointed **Andrew Clarke** as chief marketing and customer officer. Clarke is now responsible for overseeing media, consumer marketing and sales, focusing on creating a better connection between the sales and marketing functions. He was most recently chief customer officer at the company.

Moët Hennessy USA appointed **Rodney Williams** as chief marketing officer and executive vice president, brands. Williams is now responsible for developing and implementing consumer-driven strategic and operational brand plans that maximize brand growth, image and equity profitability, as well as leading the communication strategy. He was most recently executive vice president, spirits, at the company.

PPG Industries appointed **Max Wetzel** as vice president, global strategic marketing, Architectural Coatings. Wetzel was most recently chief marketing officer and general manager, Home Centers – US and Canada, at the company.

Red Wing Shoe appointed **Dave Schneider** as vice president and chief marketing officer. Schneider was most recently senior director and global head of marketing at the company.

Revlon appointed **Fabian Urquijo** as senior vice president and chief marketing officer, professional brands. Urquijo was most recently vice president, global marketing, at the company.

Sak Brand Group appointed **Aaron Duncan** as chief marketing officer, Sak Brand Group, and creative director, Sakroots. Duncan is responsible for leading the global marketing strategy, creative, visual merchandising and e-commerce for the Sak Brand Group and overseeing product design and global licensing for the Sakroots lifestyle brand. He was most recently vice president, global softlines – consumer products, at Mattel.

Schwan's Consumer Brands appointed **April Anslinger** as its senior vice president and chief growth officer. Anslinger is responsible for all sales, marketing and customer-development functions. She was most recently global brand director, Herbal Essences, at Procter & Gamble.

Tate's Bake Shop appointed **Steven Jarmon** as its chief marketing officer. Jarmon was most recently a course instructor and education consultant at DMA.

LEISURE AND HOSPITALITY

Auberge Resorts appointed **Michael Minchin** as chief marketing officer. Minchin is responsible for the national and resort sales teams and oversight of all brand marketing initiatives, including advertising, public relations, e-commerce and social media. He was most recently senior vice president, marketing, at Four Seasons Hotels and Resorts.

Best Western Hotels & Resorts appointed **Dorothy Dowling** as senior vice president and chief marketing officer. Dowling is responsible for overseeing marketing and sales strategies, direct advertising, public relations, e-commerce and consumer and field marketing. She was most recently senior vice president, marketing and sales, at the company.

Carnival Cruise Line appointed **Kathy Mayor** as senior vice president and chief marketing officer. Mayor is responsible for promoting marketing strategy across a variety of platforms, including digital marketing, e-commerce, advertising, guest loyalty and public relations. She was most recently global senior vice president, strategy, CRM and e-commerce, at Las Vegas Sands.

Celebrity Cruises appointed **Peter Giorgi** as its chief marketing officer. Giorgi was most recently global head of advertising and content at Airbnb.

Famous Dave's of America appointed **Alfredo Martel** as chief marketing officer. Martel is responsible for overall brand strategy and innovation, as well as marketing, advertising and public relations. He was most recently chief operating officer, international, at Caribou Coffee.

Fazoli's Restaurants appointed **Donna Josephson** as vice president, marketing. Josephson was most recently chief marketing officer at McAlister's Deli.

Krispy Kreme Doughnuts appointed **Jackie Woodward** as its chief marketing officer. Woodward was most recently vice president, global media, at General Mills.

McDonald's appointed **Colin Mitchell** as global vice president, McDonald's brand. Mitchell is responsible for articulating the brand vision and positioning, and inspiring and guiding the organization to reinvigorate the brand globally, which includes tasks such as advertising, visual identity and packaging. He was most recently the worldwide head of planning at Ogilvy & Mather.

Omni Hotels & Resorts appointed **Peter Strebel** as chief marketing officer and senior vice president, sales. Strebel is now responsible for all branding, communications, marketing and business-development efforts, as well as the oversight of revenue management, global sales, e-commerce, customer loyalty, reservations and call center, branding, advertising, communications, digital marketing and market research. He was most recently senior vice president, operations, at the company.

Qdoba Restaurant Corporation appointed **Keith Guilbault** as brand president. Green was most recently chief operating officer at the company. The company has also appointed **David Craven** as chief marketing officer. Craven was most recently vice president, brand marketing, at the company.

Smashburger appointed **Tom Ryan** as its chief brand officer. Ryan is now responsible for overseeing the brand's evolution as the company expands its operations and global ambitions. He was most recently chief concept officer at the company.

Smoothie King appointed **Chris Miller** as vice president, marketing. Miller is responsible for increasing the brand's industry-leading same-store sales growth with innovative and franchisee-friendly marketing programs, and for developing new-store opening marketing plans in both current and new markets. He was most recently principal at Secret Recipe Marketing.

Snap Kitchen appointed **Tressie Lieberman** as chief marketing officer. Lieberman was most recently vice president, digital innovation and demand, at Taco Bell.

Southwest Airlines appointed **Ryan Green** as vice president, marketing. Green was most recently managing director, customer strategy and development, at the company.

Taco Bell appointed **Marisa Thalberg** as its chief marketing officer. Thalberg is now responsible for all product and brand marketing as well as consumer engagement initiatives. She was most recently the chief brand engagement officer at the company.

Texas Roadhouse appointed **Chris Jacobsen** as chief marketing officer. Jacobsen was most recently vice president, marketing, at the company.

RETAIL

Academy Sports + Outdoors appointed **Thomas Lamb** as executive vice president, chief marketing officer. Lamb was most recently chief marketing officer at Lowe's.

American Eagle Outfitters appointed **Kyle Andrew** as executive vice president, chief marketing officer. Andrew was most recently senior vice president, brand director, at Kate Spade.

Beall's appointed **Jesse Blount** as vice president and chief marketing officer. Blount was most recently divisional vice president, marketing, at the company.

Bob's Discount Furniture appointed **Stephen Nesle** as chief marketing officer. Nesle is responsible for developing and managing all aspects of marketing, including marketing strategy, analytics, media, creative, social, brand, e-commerce, public relations and external partnerships. He was most recently executive creative director, East, at Blast Radius.

Bridgestone Americas appointed **Eric Higgs** as vice president, marketing – commercial tire. Higgs was most recently general manager, Hands & Face, at Kimberly Clark.

Charming Charlie appointed **Ujjwal Dhoot** as vice president, marketing. Dhoot is responsible for developing a marketing strategy that will build global brand awareness and drive traffic to all consumer touchpoints. He was most recently chief marketing officer at FSAstore.com.

Chicos FAS has eliminated the chief marketing officer position following the departure of **Miki Beradelli**.

The Container Store appointed **Melissa Collins** as chief marketing officer. Collins was most recently vice president, creative and online, at the company.

CustomInk appointed **Lisa MacPherson** as chief marketing officer. MacPherson was most recently senior vice president, marketing, at Hallmark.

EVINE Live appointed **Nicole Ostoya** as executive vice president and chief marketing officer. Ostoya was most recently the co-founder and chief executive officer of The Cocktail Lab.

EXPRESS appointed **James Hilt** as executive vice president, e-commerce and chief marketing officer. Hilt was most recently executive vice president, e-commerce, at the company.

Gap appointed **Craig Brommers** as senior vice president and chief marketing officer. Brommers was most recently senior vice president, marketing, at Abercrombie & Fitch.

Gilt Groupe appointed **Aaron Shockey** as senior vice president, marketing. Shockey was most recently senior vice president, digital marketing and customer insights, at Hudson's Bay Company.

Hickory Farms appointed **Judy Ransford** as chief marketing officer. Ransford was most recently vice president, CRM and marketing analytics, at Redbox.

Home Depot appointed **Kevin Hofmann** as chief marketing officer and president, online. Hofmann was most recently president, online, at the company.

Hudson's Bay Company saw the departure of **Michael Crotty**, its chief marketing officer.

Jo-Ann Fabric and Craft Stores appointed **Chris DiTullio** as senior vice president, marketing and omnichannel. DiTullio was most recently vice president, e-commerce, omnichannel, custom business and new business development, at the company.

Kohl's saw the departure of executive vice president, marketing, **Will Setliff**.

Land's End appointed **Becky Gebhardt** as executive vice president and chief marketing officer. Gebhardt was most recently senior vice president and chief creative officer at the company.

L.L. Bean appointed **Chris McDonough** as chief brand officer. McDonough is responsible for overseeing all marketing, e-commerce, brand and B2B communications, alongside international plans. He was most recently chief marketing officer at Homebase.

Macy's saw the departure of its chief marketing officer, **Martine Reardon**.

ModCloth appointed **Mary Alderete** as chief marketing officer. Alderete was most recently chief marketing officer at True Religion Brand Jeans.

Neiman Marcus saw the departure of **Wanda Gierhart**, its chief marketing officer.

Nike appointed **Greg Hoffman** as chief marketing officer. Hoffman was most recently vice president, global brand creative, at the company.

Old Navy saw the departure of **Ivan Wicksteed**, its chief marketing officer.

Raley's appointed **Deirdre Zimmermann** as senior vice president, marketing. Zimmermann is responsible for leading the advertising, marketing and external communications teams. She was most recently vice president, marketing, at White House Black Market.

Reitmans Canada appointed **Jonathan Levitt** as chief marketing officer. Levitt was most recently vice president, head of research and development, at Media Experts.

Tiffany & Co. appointed **Pamela Cloud** as senior vice president, global category marketing. Cloud was most recently senior vice president, global merchandising, at the company.

Trustpilot appointed **Nimrod Reichenberg** as chief marketing officer. Reichenberg is responsible for demand generation, product marketing, customer marketing, and sales enablement. He was most recently vice president, marketing and strategy, at AlgoSec.

EDUCATION/NONPROFIT SECTOR

Cengage Learning appointed **Sharon Loeb** as executive vice president, chief marketing officer. Loeb was most recently vice president, marketing, at McGraw-Hill Education.

Everspring appointed **Tom Russell** as chief marketing officer. Reichenberg is responsible for demand generation, product marketing, customer marketing, and sales enablement. He was most recently senior vice president, marketing – gourmet foods and gift baskets, at 1-800-FLOWERS.COM

Princeton Review appointed **Jennifer Kohn** as chief marketing and revenue officer. Kohn was most recently senior vice president, marketing and communications, at the company.

SAE International appointed **Mark Chung** as executive vice president, chief marketing officer. Chung is responsible for leading brand and market strategies to enhance and build on the organization's global profile as an unparalleled resource in the mobility space. He was most recently managing principal at 121 Consulting.

Share Our Strength appointed **Peter Kaye** as chief marketing and revenue officer. Kaye is responsible for uniting the fundraising and communications departments to result in greater brand awareness and revenue growth for the No Kid Hungry campaign. He was most recently chief marketing officer at NuTek Food Science.

University of Texas System appointed **Teri Lucie Thompson** as chief marketing and revenue officer. Thompson was most recently vice chancellor, marketing and communications, and chief marketing officer at the University of Arizona.

FINANCIAL SERVICES SECTOR

Affirm appointed **Carl Gish** as chief marketing officer. Gish was most recently vice president, global delivery experience, at eBay.

American Express has eliminated the chief marketing officer position following the departure of **John Hayes**.

Amica Life Insurance appointed **Jim McDermott** as senior vice president and chief marketing officer. McDermott is responsible for the corporate marketing, advertising, communications and digital functions. He was most recently senior vice president and general manager at the company.

Assurant appointed **Emmet Burns** as senior vice president, brand and marketing. Burns is responsible for the development and execution of marketing and brand strategies as the organization moves to an enterprise model for marketing. He was most recently senior vice president, brand and integrated marketing, at SunTrust Bank.

BB&T Corporation will soon see the departure of **Steven Wiggs**, chief marketing officer and lending group manager, who has announced his retirement.

Capital Group appointed **Jaya Kumar** as global chief marketing officer. Kumar was most recently president, chief digital and innovation officer, at UST global.

Check Into Cash appointed **Jim Higgins** as chief marketing officer. Higgins was most recently chief marketing officer at Grafico Marketing Group.

Cushman & Wakefield appointed **Michael Daley** as global chief marketing officer. Daley is responsible for overseeing marketing, communications and sales support. He was most recently chief marketing and sales officer at BUTI Fitness.

Edward Jones appointed **Tim Rea** as principal, chief marketing officer. Rea was most recently executive vice president, chief marketing officer, at Office Depot.

Fortis Private Bank appointed **David Sarjanston** as chief marketing officer. Sarjanston was most recently director, search engagement and relationship marketing, at Microsoft.

Green Dot appointed **Brooke Norton Lais** as chief marketing officer. Lais is responsible for integrated marketing and strategies, design, production, consumer insights, social media, public relations, digital marketing, in-store marketing and customer-relationship management. He was most recently vice president, marketing, at the company.

JG Wentworth appointed **John Owens** as chief marketing officer. Owens is responsible for overseeing the development and execution of marketing strategies and campaigns to support diverse consumer-product offerings, including structured-settlements payment purchasing, mortgage lending and refinancing, personal lending and prepaid cards. He was most recently managing vice president, head of marketing, at Capital One Bank.

LendingTree appointed **Sam Yount** as chief marketing officer. Yount is responsible for leading marketing operations and continuing to build the company's brand as it expands into new financial-service categories with innovative product offerings. He was most recently vice president, marketing, at Aptible.

Mercer appointed **Amy Scissons** as chief marketing officer, growth markets. Scissons was most recently global head of CRM at the company.

Morgan Stanley appointed **Lauren Wagner Boyman** as chief marketing officer, Morgan Stanley Wealth Management. Boyman is responsible for partnering with the field, sales and product teams to boost growth through new client acquisition, deeper client relationships and a strong brand. She was most recently head of marketing strategy and analytics at the company.

NBT Bank appointed **Thomas McEntee** as chief marketing officer. McEntee was most recently head of digital strategy, life & specialty insurance at Blue Cross Blue Shield.

Oppenheimer & Co. appointed **Joan Khoury** as managing director, chief marketing officer. Khoury is responsible for the oversight of firm-wide communications, online websites, social media presence, public relations and all marketing materials. She was most recently managing director and chief marketing officer at LPL Financial.

OppLoans appointed **John O'Reilly** as chief marketing officer. O'Reilly was most recently vice president, marketing, at OptionsHouse.

People's United Bank appointed **Mark Herron** as chief marketing officer. Herron is responsible for the strategic positioning of the company and for overseeing marketing, customer research, product development, analytics and all engagement efforts. He was most recently chief marketing officer at BB&T Bank.

Visa appointed **Lynne Biggar** as executive vice president and chief marketing and communications officer. Biggar was most recently executive vice president, consumer marketing and revenue, at Time, Inc.

W. R. Berkley Corporation appointed **Christoph Ritterson** as senior vice president, marketing. Ritterson was most recently executive vice president, chief strategy officer – personal insurance, at Chubb Insurance.

Westfield appointed **Heather Vandenberghe** as chief marketing officer, US. Vandenberghe is responsible for brand positioning, directing the national marketing team and ensuring an exceptional experience for consumers by working with retailers to drive their businesses forward, as well as all advertising and digital marketing campaigns. She was most recently executive vice president, marketing and communications – Americas, at Tommy Hilfiger.

HEALTHCARE SECTOR

Blue Cross Blue Shield of Alabama appointed **Rebekah Elgin-Council** as senior vice president and chief marketing officer. Elgin-Council is responsible for leading marketing and sales for the company. She was most recently vice president, marketing, at the company.

Blue Cross Blue Shield of Massachusetts appointed **Kathy Johnson Weiler** as senior vice president and chief marketing officer. Weiler is responsible for leading the end-to-end product development and marketing strategy and execution, across all markets and product offerings. She was most recently senior vice president and chief marketing officer at Fidelity Investments.

Color Genomics appointed **Katie Jacobs Stanton** as chief marketing officer. Stanton is responsible for communications, partnerships (including those with hospitals and clinics) and leading the charge towards an initiative to provide free genetic-cancer risk tests to 100,000 men and women who would not otherwise have access to them. She was most recently vice president, global media, at Twitter.

eResearch Technology appointed **David Coman** as vice president and chief strategy and marketing officer. Coman is responsible for all facets of marketing, as well as business development (M&A), including value proposition creation and refinement, company-wide branding initiatives, market analysis and sizing, pricing, short- and long-term marketing plans, segmentation, lead generations, etc. He was most recently chief marketing and communications officer at Quintiles.

GE Healthcare appointed **Lynn Eversgerd** as chief marketing officer, GE Healthcare Partners. Eversgerd is responsible for driving market mindshare and further positioning the business as a provider of outcomes-focused solutions through the oversight of the planning, development and execution of marketing strategies, as well as communicating and branding value propositions within the broader solutions strategy. She was most recently director, marketing communications – global services, at the company.

Medical Mutual of Ohio appointed **Steffany Larkins** as executive vice president and chief marketing officer. Larkins is responsible for all aspects of sales, marketing, underwriting and customer relations for the company. She was most recently executive vice president, chief of staff and chief diversity officer at Medical Mutual.

MyEyeDr appointed **Diane Vaccaro** as vice president, marketing and brand strategy. Vaccaro is responsible for driving traffic to the retail locations and better integrating brands as they are acquired by leveraging data, insights and content to deepen customer relationships, increase customer loyalty/value and maintain top-of-mind awareness. She was most recently chief marketing officer, Kmart apparel, at Sears.

Teladoc appointed **Stephany Verstraete** as its chief marketing officer. Verstraete was most recently chief marketing officer and general manager, OneRx at Truervis.

INDUSTRIAL AND NATURAL RESOURCES SECTOR

The New Home Company appointed **Joan Marcus-Colvin** as chief marketing officer. Marcus-Colvin was most recently senior vice president, sales, marketing and design, at the company.

Ritchie Bros. Auctioneers appointed **Becky Alseth** as chief marketing officer. Alseth was most recently vice president, marketing, at HZO, Inc.

Superior Bulk Logistics appointed **Wes Stone** as senior vice president and chief marketing officer. Stone was most recently executive vice president, sales, at the company.

United Rentals appointed **Chris Hummel** as senior vice president and chief marketing officer. Hummel was most recently chief marketing officer at Schneider Electric.

Valet Waste appointed **Patricia Marciano Girardi** as chief marketing officer. Girardi is responsible for building brand equity and awareness, leverage scale in existing markets and break into new markets. She was most recently vice president, Chartwell's higher education foodservice at The Compass Group.

PROFESSIONAL SERVICES SECTOR

Convergys Corporation appointed **Kathy Juve** as senior vice president, global marketing and product development. Juve is responsible for driving the marketing and product-development strategies, including the investment in, and positioning of, analytics and digital assets in a manner that recognizes the impact they will continue to have on customer care. She was most recently chief marketing officer at [24]7.

FCB Global appointed **Chris Shumaker** as global chief marketing officer. Shumaker was most recently chief marketing officer, North America, at the company.

GlobalLogic appointed **Arya Barirani** as chief marketing officer. Barirani was most recently vice president, product marketing, at Infoblox.

Kforce appointed **Jeffrey Neal** as chief marketing officer. Neal was most recently chief operations officer, West, at the company.

MDC Partners appointed **Stephanie Nerlich** as managing director, Canada, and chief marketing officer. Nerlich is responsible for marketing and business development across all Canadian MDC agencies. She was most recently president and chief executive officer, Canada, at Grey Group.

Neustar appointed **Steven Wolfe Periera** as chief marketing and communications officer. Periera is responsible for building the brand, as well as advertising, communications and marketing. He was most recently vice president, brand strategy and marketing solutions, at Oracle Data Cloud.

News America Marketing appointed **Angelique Bellmer Krembs** as chief marketing officer. Krembs is responsible for providing thought leadership and strategic marketing guidance for the organization overall, in addition to leading the insights, innovation and creative services teams. She was most recently vice president, marketing – North American Pepsi Beverages, at PepsiCo.

Olson & Company appointed **Tanya Bennett** as executive vice president and general manager, brand. Bennett is responsible for the development and execution of new business, client services, project management and digital development. She was most recently executive vice president, head of accounts, at Edelman Public Relations.

Rocket Fuel appointed **Eric Duerr** as chief marketing officer. Duerr was most recently founder and chief executive officer at Emphatic.

Synechron appointed **George Ravich** as managing director and chief marketing officer. Ravich was most recently executive vice president and chief marketing officer at Polaris Consulting & Services.

TECHNOLOGY SECTOR

Action Corporation appointed **Tony Kavanagh** as chief marketing officer. Kavanagh was most recently chief marketing officer at DataStax.

Aligned Energy appointed **John Petralia** as chief marketing officer. Petralia was most recently global head of marketing for industry verticals, media and employer branding at Bloomberg LP.

AppDynamics appointed **Kendall Collins** as chief marketing officer. Collins is responsible for driving global brand recognition, product marketing, demand generation and communications. He was most recently chief executive officer, Salesforce cloud, at salesforce.com.

Axiom appointed **Jeff Smith** as chief marketing officer, LiveRamp. Smith was most recently executive vice president and chief solutions marketing officer at Nielsen.

CenturyLink appointed **Bill Hurley** as chief marketing officer. Hurley is responsible for marketing strategy and execution and for product management. He was most recently chief marketing officer at Unify.

Cray, Inc. appointed **Fred Kohout** as chief marketing officer. Kohout is responsible for the global marketing efforts and will oversee the development and execution of strategic marketing programs, business development initiatives and partnerships. He was most recently vice president, worldwide partnership marketing, at EMC Corporation.

Cricket Wireless appointed **Tiffany Baehman** as vice president and chief marketing officer. Baehman was most recently vice president and general manager, Greater Philadelphia, at AT&T Mobility & Consumer Markets.

EarthLink appointed **Jeff Crow** as chief marketing officer. Crow was most recently vice president in the grass business unit at Central Garden Pet.

Epicor Software appointed **Celia Fleischaker** as chief marketing officer. Fleischaker is responsible for marketing operations, global demand center, global campaigns, corporate communications, branding, global events and web operations. She was most recently senior vice president, global marketing, at the company.

FileMaker appointed **Ann Monroe** as vice president, marketing. Monroe was most recently senior director, marketing, at the company.

Fortinet saw the departure of **Holly Rollo**, its chief marketing officer, who left for a new opportunity at RSA Security.

Gigamon appointed **Fred Studer** as chief marketing officer. Studer is responsible for all aspects of global marketing, including creative, corporate marketing and product management. He was most recently chief marketing officer at NetSuite.

ICF International appointed **Colette LaForce** as senior vice president and chief marketing officer. LaForce is responsible for leading global integrated marketing, including strategy, branding, demand creation, corporate events and analytics, as well as external communications, including media relations. She was most recently chief marketing officer at Cars.com.

inContact appointed **Randy Littleson** as chief marketing officer. Littleson was most recently senior vice president, marketing, at Flexera Software.

Informatica appointed **Jim Davis** as executive vice president and chief marketing officer. Davis was most recently executive vice president and chief marketing officer at SAS.

IntraLinks appointed **Jay Muelhoefer** as chief marketing officer. Muelhoefer is responsible for all strategy and marketing efforts, helping define products and positioning, drive demand-generation and elevate brand awareness. He was most recently global director of the software-defined infrastructure and storage portfolio at IBM.

NetApp appointed **Henri Richard** as executive vice president, worldwide field and customer operations. Richard was most recently senior vice president, worldwide commercial sales and support, at Sandisk.

Rackspace appointed **Carla Pineyro Sublett** as senior vice president and chief marketing officer. Sublett was most recently chief marketing officer, Americas, at the company.

Riverbed Technology appointed **Subbu Iyer** as senior vice president and chief marketing officer. Iyer is responsible for corporate marketing and communications, web/digital marketing, strategic and solutions marketing, channel marketing, demand generation and campaigns and global field marketing. He was most recently senior vice president, global product marketing, at EMC Corporation.

Rovi Corporation appointed **Ted Schremp** as chief marketing officer. Schremp was most recently chief executive officer at SmartHomes Ventures.

RSA Security appointed **Holly Rollo** as senior vice president, chief marketing officer. Rollo was most recently chief marketing officer at Fortinet.

Samsung saw the departure of **Todd Pendleton**, its chief marketing officer, who is headed for a new opportunity at LeEco.

Stratasys appointed **Tim Bohling** as chief marketing officer. Bohling was most recently vice president, head of marketing – North America, at HCL Technologies.

Tangoe appointed **Sidra Berman** as chief marketing officer. Berman was most recently vice president and chief marketing officer at Savi Technology.

TierPoint appointed **Pete Abel** as senior vice president, marketing and communications. Abel was most recently senior vice president, corporate communications, at Suddenlink Communications.

Unisys appointed **Inder Singh** as chief marketing and strategy officer. Singh now leads the global marketing and communications organization, which includes the investor relations function. He was most recently managing director, corporate investment banking, at SunTrust Bank.

Work Market appointed **Marcy Shinder** as chief marketing officer. Shinder was most recently chief marketing officer at Nielsen.

WP Engine appointed **Mary Ellen Dugan** as chief marketing officer. Dugan is responsible for all global marketing activities, ranging from brand and product marketing and partner enablement to demand generation, corporate communications and integrated marketing efforts worldwide. She was most recently vice president, global marketing, at Indeed.com.

Zebra Technologies appointed **Jeff Schmitz** as senior vice president and chief marketing officer. Schmitz is responsible for promoting customer centricity throughout the organization, using analytics and insights to deliver superior customer experiences and measurable business results. He was most recently executive vice president at Spirent Communications.

2U appointed **Harsha Mokkarala** as chief marketing officer. Mokkarala was most recently executive vice president, marketing strategy, at the company.

[24]7 appointed **Scott Horn** as chief marketing officer. Horn is responsible for global marketing activities and will focus on revenue generation, identifying high-growth market opportunities and increasing adoption among enterprise customers. He was most recently vice president, global marketing, at Seagate Technology.

Russell Reynolds Associates is a global leader in assessment, recruitment and succession planning for boards of directors, chief executive officers and key roles within the C-suite. With more than 370 consultants in 46 offices around the world, we work closely 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, environmental and political trends that are reshaping the global business environment. Find out more at www.russellreynolds.com. Follow us on Twitter:

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