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How CMOs Turn Influence into Impact

Influence means more than noise. The business leaders on this year’s list of The World’s Most Influential CMOs show exactly how much more is involved.

Yes, influential CMOs know how to make noise. Many of them have built global reputations, often by using social media alongside traditional channels. These reputations leverage the clout and audience that come with a senior marketing role at a major company, but in many cases, CMOs use their own personal stature to elevate the brand, too.

1. FOCUS

Top CMOs use their influence to bring greater focus to the work of their organizations, or to shift the focus at the heart of their business.

CMOs like Deloitte’s Diana O’Brien make customer experience the driver of everything their team does. “Is the customer at the center of your organization?” O’Brien asks. “Are you looking at all the moments…and creating an experience that’s world class?”

CMOs can use their influence to move a brand into a new market or category. That’s the path of CMO Tony Weisman, who helped change Dunkin’ Donuts into Dunkin’, repositioning the brand as a coffee chain.

2. PRIORITIES

CMO influence determines where a marketing team puts its attention – and sometimes, where the whole industry puts its attention, too.

Hyundai’s Dean Evans made the car buying experience a priority for his team, and changed the way consumers buy cars.

Verizon’s Diego Scotti committed to building a more diverse marketing team, and his work in-house and with agency partners has helped to elevate a new generation of marketing leaders.

3. TRAJECTORY

An influential CMO can shift the trajectory of a company by changing the tone or structure of its campaigns and customer experience.

Under the guiding eye of Leslie Berland, Twitter has changed the voice of its official account so that it sounds more human – and more humorous.

At Daimler’s Mercedes-Benz, Britta Seeger has welcomed a new wave of potential customers with pop-up stores and marketing campaigns that make the brand feel more accessible.
How CMOs Turn Influence into Impact

4. ATTITUDES
CMOs use their influence to change attitudes within their companies, or even to shift broader social attitudes.

Unilever’s Keith Weed led the Unstereotype initiative, aimed at breaking ethnic and cultural stereotypes that often plague advertising campaigns.

Kristin Lemkau put the might of JPMorgan Chase behind the #ThisMama campaign, creating ads that more accurately represent experiences of motherhood.

5. THINKING
An influential CMO affects minds as well as balance sheets.

Adobe’s Ann Lewnes has challenged the inevitability of automation and argued for the continued relevance of the human touch. “The tools themselves will not solve anyone’s problems,” she told the MarTech Conference this year.

At Hulu, Kelly Campbell poked a giant hole in the sacred illusion of celebrity spokespeople: The Hulu Sellouts campaign featured professional athletes admitting that they were paid for their endorsements.

6. BEHAVIOR
Influential CMOs don’t just change consumer behavior – they change how marketers behave, too.

The NHL’s Heidi Browning is building a new generation of hockey fans with a Snapchat partnership that aims to ignite interest among younger viewers.

Syl Saller of Diageo has cleared the path for a new wave of female marketing executives by throwing her support behind an initiative that promotes transparency within advertising and marketing agencies.

7. OUTCOMES
CMO influence really pays off when it comes to outcomes like financial performance and business growth.

Away’s Chief Brand Officer and co-founder, Jen Rubio, drove the innovative luggage company to a $1 billion valuation in just four years.

Kelly Bennett, the departing CMO of Netflix, helped the platform go from 26 to 139 million subscribers during his seven years at the marketing helm.

Effects like these – not just headlines or followers – make CMO influence real and meaningful. The profiles, campaign snapshots and data insights in this year’s report uncover the marketing lessons we can all learn from how the world’s most influential CMOs put their influence to work for their brands, their customers and the marketing industry at large.

CMO INFLUENCE is defined as the impact a chief marketer’s actions and words have on his or her internal organization’s motivation and performance; corporate brand perception; broader marketing and advertising trends; and, ultimately, corporate financial performance, including stock price.
Scoring and Ranking Methodology

ABOUT THE SCORING AND RANKING OF THE WORLD’S MOST INFLUENTIAL CMOS

This is the seventh edition of The World’s Most Influential CMOs list, the leading data-driven ranking of global marketing leaders and a key indicator for members of Forbes’ CMO Network. For the third consecutive year, the research and data analysis for this report were provided by Sprinklr, a Unified Front Office Platform for Modern Channels. Sprinklr pulls in data from 23 social channels, 11 messaging channels and 350 million online sources.

The ranked list is the result of a data-driven evaluation process that is designed to be consistent and objective; there is no editorial discretion over list members or ranks. All scoring data was compiled, analyzed and ranked by an independent data journalist.

Scores are based on three datasets:

- Brand performance as measured in the Sprinklr Benchmarking platform, which aggregated more than 495,427,052 brand-related social media shares, likes, retweets and comments
- Personal influence as measured in the Sprinklr Listening platform, which aggregated more than 647,197 news, blog, web and Twitter mentions about or from eligible CMOs
- Industry and internal influence as measured by our research partner LinkedIn, which analyzed more than one million LinkedIn articles and more than ten million LinkedIn engagements across more than ten thousand topics

This year, 497 global CMOs were eligible for consideration. To be eligible for inclusion, CMOs or their brand must have appeared on at least one major brand or marketing list in the past year. To make the Top 50, a CMO must be in the top 20% of CMOs on at least three different indicators of personal, industry or internal influence.

For more details on eligibility and inclusion criteria and on the scoring process, please see About this Report (page 39).

MEASURING INFLUENCE WITH MODERN CHANNELS

The data on brand performance and personal influence comes from a wide range of sources integrated via Sprinklr's Listening and Benchmarking platforms.

MODERN CHANNELS

Reviews, Forums, Blogs

Social Channels
The World's Most Influential CMOs 2019

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<tr>
<th>#</th>
<th>NAME</th>
<th>BRAND</th>
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<tr>
<td>1</td>
<td>Keith Weed*</td>
<td>Unilever</td>
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<td>2</td>
<td>Marc S. Pritchard</td>
<td>Procter &amp; Gamble</td>
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<td>3</td>
<td>Antonio Lucio</td>
<td>Facebook</td>
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<td>4</td>
<td>Ann Lewnes</td>
<td>Adobe</td>
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<td>5</td>
<td>Kristin Lemkau</td>
<td>JPMorgan Chase</td>
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<td>6</td>
<td>Leslie Berland</td>
<td>Twitter</td>
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<td>7</td>
<td>Raja Rajamannar</td>
<td>Mastercard</td>
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<td>8</td>
<td>Linda Boff</td>
<td>General Electric</td>
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<td>9</td>
<td>Phil Schiller</td>
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<td>Karen Walker*</td>
<td>Cisco</td>
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<td>11</td>
<td>Chris Capossela</td>
<td>Microsoft</td>
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<td>12</td>
<td>Kelly Bennett*</td>
<td>Netflix</td>
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<td>13</td>
<td>Stephanie McMahon</td>
<td>World Wrestling Entertainment</td>
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<td>14</td>
<td>Alicia Tilman</td>
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<td>Michelle Peluso</td>
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<td>Lorraine Twohill</td>
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<td>17</td>
<td>Britta Seeger</td>
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<td>Francisco Crespo</td>
<td>Coca-Cola</td>
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<td>19</td>
<td>Lynne Biggar</td>
<td>Visa</td>
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<td>Dean Evans</td>
<td>Hyundai Motor America</td>
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<td>Diana O'Brien</td>
<td>Deloitte</td>
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<td>22</td>
<td>Tony Weisman</td>
<td>Dunkin’</td>
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<td>23</td>
<td>William Xu</td>
<td>Huawei</td>
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<td>Jen Rubio</td>
<td>Away</td>
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<td>25</td>
<td>Marisa Thalberg</td>
<td>Taco Bell</td>
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<td>26</td>
<td>Diego Scotti</td>
<td>Verizon</td>
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<td>27</td>
<td>Nicholas Drake</td>
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<td>28</td>
<td>Deborah Wahl</td>
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<td>29</td>
<td>Jill Cress</td>
<td>National Geographic Partners</td>
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<td>Joy Falotico</td>
<td>Ford Motor Co.</td>
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<td>31</td>
<td>Magali Noé</td>
<td>CNP Assurances</td>
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<td>32</td>
<td>Heidi Browning</td>
<td>National Hockey League</td>
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<td>33</td>
<td>Julia Goldin</td>
<td>Lego</td>
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<td>34</td>
<td>David Edelman</td>
<td>Aetna</td>
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<tr>
<td>35</td>
<td>Joanne Bradford*</td>
<td>SoFi</td>
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<td>36</td>
<td>Jochen Sengpiehl</td>
<td>Volkswagen</td>
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<td>37</td>
<td>Mo Katibeh</td>
<td>AT&amp;T Business</td>
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<td>38</td>
<td>Lara Hood Balazs</td>
<td>Intuit</td>
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<td>39</td>
<td>Alicia Hatch</td>
<td>Deloitte Digital</td>
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<td>Heather Malensheken</td>
<td>Harley-Davidson</td>
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<td>Ryan Bonnici</td>
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<td>42</td>
<td>Rick Gomez</td>
<td>Target</td>
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<td>43</td>
<td>Shannon Brayton</td>
<td>Linkedin</td>
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<td>44</td>
<td>Syl Saller</td>
<td>Diageo</td>
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<td>45</td>
<td>Amy Fuller</td>
<td>Accenture</td>
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<tr>
<td>46</td>
<td>Kelly Campbell</td>
<td>Hulu</td>
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<tr>
<td>47</td>
<td>Jennifer Sey</td>
<td>Levi Strauss &amp; Co.</td>
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<tr>
<td>48</td>
<td>David VanderWaal</td>
<td>LG Electronics</td>
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<tr>
<td>49</td>
<td>Rebecca Messina*</td>
<td>Uber</td>
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<tr>
<td>50</td>
<td>Catherine Hernandez-Blades</td>
<td>Aflac</td>
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The World's Most Influential CMOs by Location

**TOP CMOs BY LOCATION**

| Atlanta, GA | Minneapolis, MN |
| Bellevue, WA | Mountain View, CA |
| Boston, MA (2) | New York, NY (13) |
| Burlingame, CA | Orange County, CA |
| Cincinnati, OH (2) | Paris, France |
| Columbus, GA | San Francisco, CA (7) |
| Dallas, TX | San Jose, CA |
| Dearborn, MI | Seattle, WA (2) |
| Detroit, MI | Shenzhen, Guangdong, China |
| London, UK (3) | Silicon Valley, CA |
| Los Angeles, CA | Stamford, CT |
| Manhattan Beach, CA | Stuttgart, Germany |
| Milpitas, CA | Wolfsburg, Germany |
| Milwaukee, WI |  |
As Keith Weed wraps up his 35-year career at Unilever, he continues to shape the marketing world in powerful ways. Weed, who recently announced that he will be retiring later this year, takes the top spot on our list for the third year in a row.

**Bringing Creative In-House**
Over the past 12 months, Weed has maintained his highly publicized efforts to bring Unilever's creative efforts in-house, sparking a cross-industry discussion of the value that outside agencies do or don’t bring to their clients. He has also earned kudos – and spurred impressive business results – by doubling down on Unilever’s *Unstereotype* initiative. It’s focused on building diverse creative teams, and on avoiding the kind of negative stereotypes that sometimes plague advertising content.

**Moratorium on Influencer Marketing**
Finally, Weed announced last year that Unilever would stop working with influencer partners with fake or purchased followers, a decision that generated an important debate on the future of influencer marketing at large. It’s the kind of industry-shaping leadership that ensures Weed’s impact will be felt for years to come.

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### How Top CMOs Use Social Media

- Virtually all of the Top 50 CMOs have current LinkedIn profiles, and most have Twitter handles.

#### LinkedIn

- 47 CMOs use LinkedIn
- 3 CMOs do not use LinkedIn

#### Twitter

- 7 CMOs use Twitter
- 43 CMOs do not use Twitter

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### Challenging Stereotypes with Inclusive Ads

Unilever embarked on a mission to *Unstereotype* its brands with thought-provoking ads featuring people from often underrepresented backgrounds.

*Source: unilever.com*
Marc Pritchard continues to evolve with the times. As the head of marketing at global packaged goods giant Procter & Gamble (and chairman of the Association of National Advertisers), Pritchard has driven the company’s strategy of creating content that’s highly relevant to the most crucial topics of the day.

**Taking a Stand**
The *Best Men Can Be* campaign from P&G’s Gillette urged men to set a healthy example for younger generations in the midst of the #MeToo era. The ad was well-received if slightly controversial, and reflected Pritchard’s focus on telling stories that truly matter. “We wanted to start an important conversation, and we sure have done that,” Pritchard told *Forbes*.

**Prioritizing Security**
Pritchard has a strong conviction that publishers and broadcasters must “elevate quality, ensure brand safety, and have control over their content.” He has also called for social networks to prioritize transparency and data security – a key measure to ensure that well-crafted content reaches consumers with its values and message intact.

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Antonio Lucio has brought the full weight of his experience at companies like Visa and HP Inc. to Facebook, where as global CMO he is working hard to reposition a brand under intense scrutiny with a substantial marketing spend. Soon after taking the new gig, Lucio helmed the launch of *More Together*, one of Facebook’s most comprehensive campaigns to date.

**Finding What Unites Us**
The campaign highlights the platform’s ability to bring people with shared interests together, and helps soften Facebook’s image in the midst of heightened scrutiny. The campaign draws on the political smarts Lucio previously demonstrated at HP, where he ran campaigns highlighting the similarities between people on opposite sides of the political spectrum.

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For more information, visit facebook.com
Now in her 13th year as the CMO of Adobe, Ann Lewnes remains a strong proponent of both data-driven digital marketing and human skills. It’s an approach that has kept her in our top ten for the past two years.

**Advocating Soft Skills**

At the recent MarTech Conference, Lewnes underscored the importance of instinct, intuition and creativity in marketing, and dismissed the notion that robots will soon be coming for marketers’ jobs. “The tools themselves will not solve anyone’s problems,” she said. “Without changing the way you view your talent, the technology is not going to work for you.”

As a board member of the Ad Council and a member of the American Marketing Association Hall of Fame, Lewnes’ words will resonate well beyond Adobe itself.
A finance giant with an authentic human voice? It may sound like an oxymoron, but Kristin Lemkau has helped JPMorgan Chase project that kind of humanity.

**Championing Working Moms**

Take, for example, #ThisMama, an ad campaign celebrating working moms. Its centerpiece was a popular video starring Serena Williams and her baby daughter. If the campaign wowed, it’s because it defied expectations: As Lemkau herself observed at Advertising Week New York, “Our industry has not always been great at accurately and realistically representing motherhood.”

**A Broad Approach**

Lemkau’s focus on humanizing her brand reaches well beyond the maternal demographic, however. As the bank competes for younger customers, her decidedly human approach has positioned JPMorgan Chase for sustained success.

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**#5 Kristin Lemkau**

**CHIEF MARKETING OFFICER**

**JPMORGAN CHASE**

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**MARKETING SPOTLIGHT**

**This Mama’s Message for Others**

JPMorgan Chase’s #ThisMama campaign shows that the same hands that softly comfort an infant are powerful enough to win 23 Grand Slam titles.

Source: youtube.com/jpmorgan
How does Twitter rise above its own fray? Under the guiding eye of Leslie Berland, the platform has taken a back-to-basics approach, retooling its official account to offer more lighthearted, informal posts that drive human exchanges. Last year, the brand handle drew 46,000 likes with a tweet that simply said, “Tweet, tweet.”

Harnessing Passionate Observers
Berland has also overseen the #StartWithThem campaign, which encourages brands and agencies to recognize – and tap into – the power of Twitter’s engaged and hyper-informed user base. For marketers who look to Twitter for inspiration as well as information, Berland’s is a team to watch.
As the new chair of the Ad Council Board of Directors, Linda Boff’s impact on the industry goes well beyond her leadership role at GE.

Taking Pride in Innovation
Not that Boff has taken her eyes off her primary job: breathing new life into a 127-year-old brand. At this year’s Met Gala, Boff delivered on that mission by partnering with fashion designer Zac Posen to release 3D-printed garments.

While GE is unlikely to enter the fashion world, Boff noted the importance of honing 3D-printing technology, saying, “I think you’re going to see dramatic advances that are going to touch the consumer, whether it’s casts that you wear or hip replacements.” After 15 years at GE, Boff remains an iconic example of what marketers can accomplish through long-term investment in a single company.
Entering her fifth year at the helm of Cisco’s marketing team, Karen Walker continues to tell a powerful story about the company’s good works around the world. Cisco’s Bridge to Possible campaign is a case in point. The campaign highlights stories like how Cisco helps the New Orleans Police Department monitor activity in tourist-heavy areas, and how it empowers women in India to sell their crafts online, without middlemen.

Building a Community of Storytellers
Cisco’s sharp video content and cross-platform approach yielded great results. Walker said in a recent interview that Bridge to Possible drove engagement eight to twelve times higher than the industry average. “I believe there is a difference because we are using our customers and partners and employees to tell our story,” Walker said about the campaign. “They’re wonderful stories and they’ve really captured the imagination of other customers, partners, as well as our team.” It’s the latest example of how Walker – who tweeted in February that she plans to leave Cisco at an as-yet-unannounced date – translates her commitment to authenticity into powerful and effective campaigns.

Phil Schiller has been at Apple for 20 years, but he still has plenty of new ideas. Last year Apple unveiled the Privacy. That’s iPhone campaign, which is the company’s latest effort to build trust with customers concerned about data security.

Sharing Their Best Shots
Schiller served as one of the judges for Apple’s popular Shot on iPhone Challenge. The campaign includes a partnership with the NHL in which team-taken photos are prominently displayed in eight participating arenas. The campaign shows that you don’t have to be a gifted photographer to get a great shot – if you’ve got the right gear for the job.

Growing the iPhone Market
It’s all part of Schiller’s strategy to keep expanding the already mature iPhone market. “If we’re going to push the upper boundaries, how do we make something that’s more affordable for a larger audience?” he told Engadget last year. “To make the overall iPhone audience even larger? What choices can we make and still make it a phone that people can hold and say, ‘I have the best too?’”
Chris Capossela understands the importance of developing products and telling compelling stories for everyone.

**Prioritizing Accessibility**
Consider Microsoft’s Super Bowl ad, *We All Win*, an emotional spot that showed children with disabilities using adaptive video game controllers. When it comes to promoting Microsoft’s products, Capossela is committed to inclusive marketing – that is, ensuring that the company’s content is accessible to people with hearing or visual impairments or other challenges.

**Driving Revenue the Right Way**
For Capossela – who has been with the tech giant for 26 years and once served as Bill Gates’ personal speechwriter – this approach is not only the right thing to do, but also just good business. “There’s no doubt that there’s a wonderful values case around accessibility and inclusion,” he told *Forbes*. “If our products don’t work for people when they’re suffering from some sort of disability, we’re obviously missing out on a growth opportunity.”
#12 Kelly Bennett  
CHIEF MARKETING OFFICER  
NETFLIX

After seven years at the head of Netflix’s marketing team, Kelly Bennett can point to a legacy of growth and transformation that will continue long after his announced departure later this year.

**Leading Steady Growth**
Bennett can be credited with accomplishments like growing the company’s subscriber base by more than 500%. While he’s been on the job, Netflix grew from 26 million to 139 million subscribers in 190 countries.

Nor has his effort focused on subscriptions alone. Bennett’s brand building has also been essential to Netflix’s transformation into a top-notch production company, known for its award-winning programming as much as for its platform. But Bennett is hardly resting on his laurels.

**Building a Representative Platform**
In recent years, he helped drive a Netflix campaign celebrating black creators – like Spike Lee, Ava DuVernay and Lena Waithe – with ads like *A Great Day in Hollywood*, as well as *Make Room*, a global initiative to address the diversity gap in the entertainment industry. Thanks to initiatives like these, Bennett is leaving Netflix with some big shoes to fill.

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#13 Stephanie McMahon  
CHIEF BRAND OFFICER  
WORLD WRESTLING ENTERTAINMENT

The daughter of WWE CEO Vince McMahon, Stephanie McMahon grew up in the wrestling world. As a teen she operated the WWE switchboard, then moved into an official internship position. She later wound up in the ring itself (she’s a past WWE Women’s Champion) before building her career in marketing and moving up the ranks to Chief Brand Officer.

**Winning Outside the Ring**
Today, McMahon excels at conveying the brand’s softer side. A recent campaign – the Wishes Take Muscle partnership with Make-A-Wish – supports children with cancer and other serious illnesses, and was recognized by the Cynopsis Sports Media Awards.

As someone who can hold her own in the ring and go to the mat for causes that truly matter, McMahon has shown that a CMO can convert public attention into business results.
How do you tell a powerful story about back-office software? For Alicia Tillman, it's about focusing on the human element. That might mean helping solve clean water challenges in India or saving endangered species in Africa from poachers – topics that SAP covered in campaigns last year.

“We believe that you have to give back and you have to have a purpose in the marketplace,” she told Forbes. “The majority of our previous campaigns were all very product-centric.”

Supporting Female Leaders
In her previous role as CMO of SAP Ariba (she also spent 11 years at American Express and several at a travel management company that Amex acquired), she established a Women in Leadership program to help women succeed in their careers with the help of a supportive community. No wonder Tillman is not only a powerhouse for SAP, but a powerful voice on women in the workplace.
Over the course of a decade leading Google’s marketing efforts, Lorraine Twohill has shown that she’s a force to be reckoned with. As just the second woman in 25 years to win the Creative Marketer of the Year award at the Cannes Lions Festival of Creativity, she aims to create a corporate environment where people from all backgrounds are supported and represented.

Honoring Iconic Women

For International Women’s Day earlier this year, Google’s homepage featured a series of images created by women, which highlighted quotes from women around the world, past to present, including Frida Kahlo, Yoko Ono, Millicent Fawcett and others.

Providing a Path for Others

Twohill also excels when it comes to giving back to the community: She created a scholarship to help disadvantaged students attend her alma mater, Dublin City University – an initiative that helped her win a Distinguished Leadership Award from The Ireland Funds, a philanthropic organization. Her combination of creative leadership and community engagement make her a stand-out in the marketing world.
Categorization is crucial for Francisco Crespo, who has spent over two decades working for Coca-Cola. He explained to Brand Channel that all of the beverage giant’s brands are organized into three groups: leaders (such as Coca-Cola itself), challengers (which are well-known but not yet leaders) and explorers (which are “irrelevant or insignificant”).

Writing Coca-Cola’s Next Chapter
Judging by the nostalgia-tinged campaign for Orange Vanilla Coke – the first new Coke flavor in over 10 years – Crespo wants to turn the new offering from an explorer into a challenger (and ultimately a leader).

No matter how well Orange Vanilla Coke (or any other Coca-Cola beverage) performs, there will always be room for improvement. As Crespo told Forbes, “[Challengers] must sharpen their edge and consistently invest to surpass the current leaders.”

Britta Seeger faces an exciting challenge: making the iconic Mercedes-Benz seem like a more approachable, realistic option for younger consumers. To that end, she’s brought the brand to new audiences by sponsoring high-visibility events such as SXSW, Burning Man and Coachella.

A Modern Approach for a Classic Brand
With Seeger at the helm, the brand is also opening pop-up stores in select markets, which allow potential customers to check out Mercedes-Benz cars in a setting that’s more informal than a traditional dealership. “It’s about instilling enthusiasm about the car,” Seeger said of pop-up stores during an interview with INTHEBLACK. “We think customers shopping online will increase dramatically, but we have to be good at both – combining tech with customer service.” Keep an eye on Seeger and team to see how that strategy reshapes Mercedes-Benz in the years to come.

Coke has Fun with Flavor
Coca-Cola launched its first new flavor in over a decade with a dynamic car chase that positioned Orange Vanilla Coke as a serendipitous collision.

Source: us.coca-cola.com
As modern technology levels the playing field for automotive brands, what sets a car company apart from its competitors? For Dean Evans, it’s all about the customer experience.

**Reimagining the Car-Buying Experience**

Hyundai’s Shopper Assurance program continues to support customers throughout the car-buying process and beyond, to ensure they’re happy with their purchase. Evans spearheaded the national rollout of the program and improved pricing transparency online, making the car-buying process easier and more appealing to shoppers.

But Evans’ focus on the customer (and inventiveness) doesn’t end there. Under his watch, Hyundai built a virtual showroom on Amazon: a user-friendly space to check out Hyundai’s offerings, read user reviews and find nearby dealerships. For Evans, it’s a natural next step. “As consumers learn that Amazon has an auto section, the traffic [will] continue to grow,” he told Automotive News.
Tony Weisman has spent decades in the advertising world. But it’s only taken a couple of years at Dunkin’ for him to start making waves.

A New Name for a New Niche

Early this year, Weisman oversaw the brand’s highly publicized name change: Dunkin’ Donuts is now simply Dunkin’, a rebrand that reflects the brand’s focus on competing as a coffee chain.

“I don’t think there’s any question that people love [our] doughnuts, but our future is in coffee and beverages,” Weisman said in a Business Insider interview. “[The name change] allows us to lean into that.” For a company that’s now going head-to-head with Starbucks, that sort of big-picture thinking will be crucial.

Brewing a New Era

Dunkin’ dropped the “Donuts” as part of a rebrand that aims to make the company a player in the lucrative coffee market.

Source: news.dunkindonuts.com
William Xu began his career with Huawei in the Research and Development (R&D) division, working on the first generation of Huawei’s public program controlled switches. From that start, he took on steadily increasing responsibilities within the company — including head of R&D and President of the International Technical Sales & Marketing Department — before landing his current role.

The Long Road to Leadership
Xu wants younger marketers to learn from his career path. “Every time I have taken on a new role, it was a challenge… For young people who are just starting out, there really are no shortcuts. Every success is the result of long-term, focused work.”

Time will tell whether that hard work can help Xu navigate Huawei’s recent string of crises. The company’s CFO has been under house arrest in Canada, pending a requested extradition to the US. More recently, the US president issued an executive order banning US tech companies from doing business with Huawei — a decision that has cost the company access to Google’s Android platform. Xu has used his media presence to showcase Huawei’s history of university and research partnerships, even as some universities have cut ties in the face of the ban.

“‘I’m focused on bringing our brand to life,” Jen Rubio told Vogue Australia earlier this year. Rubio, who appeared on last year’s Forbes CMO Next list, is doing that and then some for Away. She has helped the luggage company rapidly make a name for itself with simple, sleek suitcases and travel bags, many of which boast modern amenities such as USB chargers. Speaking to Younger Consumers
The company targets younger consumers by speaking their language across digital channels. Away makes ample use of user-generated content and collaborates with big name celebs like model Karlie Kloss. Barely four years old and already valued at over $1 billion, Away is making big leaps under Rubio’s steady yet adventurous leadership.
Diego Scotti is building a team that represents Verizon's global audience. Under the watch of Scotti — who had stints at J. Crew and Condé Nast before taking his current role in 2014 — Verizon's internal creative shop now comprises nearly 50% women and people of color. "The more diversity we can get, the more we can respond to the needs of our business," he told AdWeek.

Highlighting Everyday Success Stories
The latest big splash for Scotti and team? The 130 Million Reasons campaign, which highlights how individual Verizon customers use its service every day. Spots include a woman lauding how Verizon helps her stay connected with her parents in Mexico, and a man recalling how the provider's strong service helped him stay safe during a flood. Initiatives like these are part of Scotti's ongoing work to humanize the massive service provider.

Last year, Marisa Thalberg, a former Estée Lauder marketing exec, oversaw a shrewd bit of guerilla marketing: London’s famous Big Ben clock was undergoing repairs, so Taco Bell lent its help (and its proverbial bell) by playing the familiar chimes on speakers around the city. It was a characteristically fun move for the brand, which is establishing a presence in the UK.

Mastering the Intangibles
To Thalberg, the campaign succeeded by mixing splashiness with subtlety. "Striking the right tone when you’re playing in culture and doing something with a little bit of wit and wink to it makes all the difference," she said in an interview with Forbes. "Tone in these things can be everything."

As Taco Bell rolls out innovative projects — such as splashy "Cantinas" that serve alcohol — Thalberg’s knack for striking the right tone (when it comes to messaging and actual bells) will be invaluable.
For Nicholas Drake, who took the CMO role in 2017, competing in the digital age means getting back to basics. Late last year, T-Mobile announced its Team of Experts customer care approach, which replaces automated voice response systems with real, live people to handle customer inquiries.

Using a Human Touch
To showcase the revolutionary idea of having actual humans answer the phone, Drake and his team released a long-form commercial titled Customer Service Hell, which highlighted the pitfalls of automated voice customer care. The ad starred Rainn Wilson (of The Office), using humor to underline the value of T-Mobile’s initiative.

It’s all part of a big-picture approach to customer experience. “A few years ago we took a step back and said, ‘Is there a better way?’” Drake told AdWeek. “Can we serve customers to give them a better experience while also using modern technology to bring that experience to life?” To find out how T-Mobile rises to that challenge, keep watching Drake and his team.

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**MARKETING SPOTLIGHT**

**Press 1 to Get Frustrated**

T-Mobile tapped Rainn Wilson (aka Dwight Schrute) for an amusing campaign highlighting the pitfalls of bad customer service.

Source: tmobile.com
Deborah Wahl is no stranger to the auto world, having served as CMO at both Chrysler and Lexus. Since joining Cadillac in 2018, she’s developed a fresh take on the iconic brand.

**A Bold, Modern Approach**

Under Wahl’s leadership, the company ended its Dare Greatly campaign in favor of a less staid approach. A new wave of creative includes commercials touting the brand’s continued sponsorship of the Oscars, and a campaign titled Rise Above, which positions Cadillac SUVs as a natural fit for resilient, high-achieving people.

“Never before have we had so many launches in consecutive periods,” Wahl recently told Forbes. “And that’s what we need right now because that’s what builds and changes perceptions.”

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**CMO Mentions on Social Issues**

Average number of news, blog, web and social media posts that mention a Top 50 CMO or other CMO in conjunction with social issues.

- **Gender**: 14 average mentions per Top 50 CMO, 225 average mentions per other CMO.
- **Sustainability**: 38 average mentions per Top 50 CMO, 217 average mentions per other CMO.
- **Diversity**: 56 average mentions per Top 50 CMO, 317 average mentions per other CMO.

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**MARKETING SPOTLIGHT**

**Cadillac Says Oh, Goodbye to NYC**

In a recent ad, John Mulaney and Nick Kroll — or, more specifically, the elderly alter egos from their Oh, Hello comedy act — ride around New York City in the new Cadillac XT4. The spot, which also stars actress and online personality Awkwafina, serves as a goodbye to the Big Apple as Cadillac moves back to Detroit.

Source: youtube.com/cadillac
A 30-year Ford veteran, Joy Falotico knows how to play to her brand's strengths.

**Touting an Impressive Track Record**

The automaker’s recent campaign, titled *Built Ford Proud* – a continuation of the well-known *Built Ford Tough* efforts – highlights the brand’s consistent history of innovation. One of the ads, featuring actor Bryan Cranston, takes a thinly veiled shot at Silicon Valley by stressing the importance of building the technology of the future, rather than just talking about it. "The future isn’t created in a keynote address," Cranston intones.

Ford is backing up its brash style by improving its approach to marketing hybrid vehicles and expanding its range of environmentally-friendly models. Falotico – who doubles as the president of the Lincoln brand – will bring a wealth of experience as the company looks to topple Toyota as the top hybrid seller.
Progressing from actuary to Chief Digital Officer isn’t necessarily an obvious career path, but for Magali Noé, it was a natural one. She’s been an actuary for more than two decades, and has used that background to steadily move up the ranks of management in the insurance sector to her eventual role as a member of the Executive Committee at CNP. A staunch supporter of women in business, she is a member of Women Corporate Directors, Actu’Elles and Alter Égales.

Modernizing an Old-School Industry
Noé is at the helm of CNP’s digital transformation journey. A prime example is her role in the launch of Youse, an innovative online platform that offers renters a way of guaranteeing payment so that they can obtain a lease; the platform won the FinTech Audience Award for 2018. It’s yet another tribute to what Noé has accomplished in creating the digital culture to drive CNP’s continued success.

Top Hashtags Among Top 50 CMOs
The hashtags that were most frequently tweeted by Top 50 CMOs, other than hashtags specifically related to individual brands, industry events or sporting events.
Keeping a classic toy relevant in a high-tech world is no small task, but Julia Goldin is up to the challenge. Goldin, who previously held high-level marketing roles at Coca-Cola and Revlon, has spearheaded innovations like Lego’s augmented-reality pop-up store at London Fashion Week. In the installation, an otherwise empty room contained a Snapchat QR code that led users to a selection of exclusive Lego products.

**Staying Self-Sufficient**

The key to Goldin and Lego’s success? Bringing much of the brand’s creative efforts in-house, which provides the department with greater agility. As she explained to *Marketing Week*, “If you have an asset that is not working, or we need an additional asset because we have a product that is super popular and we want to develop something else, we can do that very quickly.”

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**#32 Heidi Browning**

**CHIEF MARKETING OFFICER**

**NATIONAL HOCKEY LEAGUE**

A veteran of Pandora and McCann, Heidi Browning now leads the effort to attract the next generation of hockey fans.

**Scoring Younger Viewers**

To build that audience, Browning has taken the NHL to the mobile and social platforms where it can find new, younger viewers. In partnership with Snapchat, the league now serves up a weekly NHL highlights show. Browning described the partnership to *Variety* as “an important way for us to connect with our core fans but also to reach new fans.”

Browning isn’t just following social media trends, however: Her NHL Power Players initiative taps teen hockey fans for ideas on how the league can improve the viewing experience. Watch Browning and the NHL to see how a generational strategy can help a brand score new fans.

**Staying Cool on the Ice**

As part of the NHL’s new initiative, fans aged 13-17 can provide their Gen-Z perspective on ways the league can appeal to younger fans.

Source: nhl.com
In year three of his first-ever CMO job, David Edelman continues to demonstrate his mettle. The McKinsey and Boston Consulting Group veteran led the company’s rebranding campaign, which stresses Aetna’s commitment to truly knowing its customers – a particularly important priority in the healthcare world.

**Building a Narrative that Unites**
To ensure a successful rebrand, Edelman brought the company together to develop a single, integrated brand. “At a more micro basis, we do tune our message in our actual selling,” he told Ad Age. “But it’s the same overall umbrella from a mass perspective.”

Edelman will have yet another opportunity to apply his talent for brand integration in the coming months: Last year, Aetna was acquired by CVS Health.

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**Mentions of Top 50 CMOs on Major Digital Topics**

*Number of blog, web, Twitter and news mentions for Top 50 CMOs that reference keywords associated with major digital topics, with a headline from one sample mention per topic.*

<table>
<thead>
<tr>
<th>Topic</th>
<th>Mentions</th>
<th>Mention</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Internet of Things</strong></td>
<td>788</td>
<td>“How your devices will be connected to everything”</td>
</tr>
<tr>
<td><strong>Marketing Stack</strong></td>
<td>1,186</td>
<td>“MarTech Overtime: Have we achieved peak martech in 2019?”</td>
</tr>
<tr>
<td><strong>5G</strong></td>
<td>1,746</td>
<td>“5 ways to profit from the 5G revolution”</td>
</tr>
<tr>
<td><strong>Blockchain</strong></td>
<td>2,027</td>
<td>“Does blockchain offer a solution to media’s transparency problem?”</td>
</tr>
<tr>
<td><strong>Digital Transformation</strong></td>
<td>2,510</td>
<td>“Moving to the cloud, digital transformation and prioritising zero trust security at Oktane19”</td>
</tr>
<tr>
<td><strong>Artificial Intelligence</strong></td>
<td>9,305</td>
<td>“Huawei has big plans for AI, 5G”</td>
</tr>
</tbody>
</table>
Jochen Sengpiehl wants to prove that less is indeed more. Volkswagen is streamlining its agency partnerships by selecting three top agencies to lead its global efforts, with a focus on growing its digital media footprint through sleek digital campaigns.

**Showing an Artistic Side**

A case in point is the carmaker’s efforts to promote the forthcoming ID.3 electric vehicle, which include influencer videos on social media. In a recent online video, a designer at German design collective Via Grafik talks about his background in graffiti and shows how virtual reality tools can inform automotive design.

Sengpiehl is also pushing for more personalized customer engagements, using artificial intelligence to close the customer service gap. Building on his previous stint as Volkswagen’s CMO over a decade ago, as well as his three years as CMO of Hyundai, Sengpiehl is proof that focusing on a single industry can be a powerful path to influence and impact.

If you want something done right, do it yourself. Joanne Bradford, who joined online finance company SoFi in 2015 and first served as COO, takes that adage to heart. Bradford built a 22-person in-house creative agency that oversees everything from the company’s web presence, to paid social media, to events.

**Broaching an Uncomfortable Topic**

That said, Bradford – who stepped down at the end of May – made her biggest splash of the past year by tapping well-known director Tatia Pilieva to direct *Strangers Talking Money*. The stylized video features people discussing their financial issues in open, illuminating, sometimes vulnerable ways. “The more open this conversation becomes, the more we can break down these taboos,” Bradford told *AdWeek*.

**SoFi Sparks a Dialogue**

*Strangers Talking Money* brings the touchy subject of money into the open. The ad features people from different walks of life chatting about their financial challenges in a candid, up-front way.

*Source: youtube.com/sofi*
Mo Katibeh and AT&T Business are looking to the future. Under Katibeh’s watch, the business-facing arm of the telecom giant is telling a story that centers on 5G technology.

**Using Tech to Provide Comfort**

AT&T Business recently announced a study with VITAS, a national hospice provider, to see if virtual and augmented reality – running on 5G speeds – can help reduce pain and anxiety among patients.

In addition to powering business initiatives, Katibeh sees serious marketing potential in 5G. “When you think about 5G and other related technologies...they’re creating the opportunity to provide marketers with that real-time intelligence that they’re looking for,” he told Velocitize. “As your customers are interacting with this technology, those real time insights are coming back to the marketing organization.” With 17 years of A&T experience under his belt, Katibeh is well-positioned to make the most of those insights.

Lara Hood Balazs brings valuable experience to a company that's just beginning its branding journey, even if it's already a well-established name. Before taking on the CMO role at Intuit, Hood Balazs helped lead marketing efforts at companies like Nike, Visa and Amazon.

**Bringing a Brand to Life**

That background surely came in handy when Intuit launched its first major brand campaign a year ago. The launch took the form of a 4-minute animated video on the theme, *Powering prosperity around the world*.

But that’s just the beginning of Hood Balazs’ work. She’s already declared that her mission is to refine the company’s strategy through additional storytelling efforts, building connections with small business owners in need of financial solutions.
Heather Malenshek has her dream job. A motorcycle rider since she was 12, Malenshek jumped at the opportunity to join Harley-Davidson five years ago. It’s been quite a ride since then, and she has no plans for stopping.

**Appealing to a Wider Rider Base**

Among her top goals for the brand is challenging the notion that Harley motorcycles are ridden by just one particular demographic. The More Roads to Harley-Davidson plan aims to appeal to new and future riders with a wider range of products, including the LiveWire electric motorcycle. The brand is also shaking up retail formats and investing more in e-commerce.

“"Our brand is all about community," Malenshek told Motorcycle.com. "We’re kind of an open invitation for people to join us, join the brand, and experience freedom on their terms."
When it comes to leadership style, Rick Gomez exemplifies thoughtfulness and care. That not only goes for how he treats his team, but also how he approaches each customer. “You have to be empathetic. You have to be able to listen to your guest or your consumer, understand their needs, and then be able to develop solutions for them,” he told AdWeek.

Highlighting Target’s Everyday Value
That could help explain the success of campaigns like Target Run and Done, in which people see everything they need – from groceries to summer essentials – all in one place, simplifying the shopping experience. It’s the kind of strategy that showcases Gomez’s talent for grounding marketing innovation in a deep understanding of customers and customer habits.

In the year ahead, watch for the impact of Gomez’s latest initiative: the relaunch of Roundel, the company’s in-house agency, which will work with outside brands as well as on Target’s own campaigns.
Shannon Brayton leads LinkedIn’s team of more than 600 marketing professionals around the world, overseeing demand generation, product marketing, corporate communications and more. Her leadership style is centered on transparency and creating a culture of trust and understanding.

**Encouraging Transparency**

“I really encourage my team to be as honest as possible about whatever is causing them to leave a meeting or miss a trip or whatever it is, and I think it’s really important that you don’t hide parts of yourself that are key to you,” she said during a *No Limits with Rebecca Jarvis* podcast.

That’s the kind of confidence that comes from logging years with a range of powerhouse tech brands: Brayton’s career began at age 19, in the PR department at Intuit. She subsequently worked in corporate communications at Yahoo! before assuming leadership positions at eBay and OpenTable. With that kind of breadth and depth, it’s no wonder that Brayton’s expertise has been recognized by the industry: She’s now a director of the Ad Council.

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**CMO Trends on LinkedIn**

- **CMOs SHARE**
  - **5.6x** as many updates as the average LinkedIn member

- **CMOs HAVE**
  - **3.9x** as many connections as the average LinkedIn member

---

**Top Topics CMOs Engage with on LinkedIn**

1. DEMAND GENERATION
2. B2B MARKETING
3. CONTENT STRATEGY
4. POSITIONING
5. MARKETING
6. ADVERTISING AGENCY
7. PERSONALIZATION
8. ADVERTISING AND MARKETING
9. SEARCH ENGINE OPTIMIZATION
10. BRAND LOYALTY
Syl Saller is responsible for marketing some of the world's most iconic liquor brands, including Baileys and Johnnie Walker. But her leadership is about much more than Diageo products: She’s also shaking up the marketing sector at large.

**Fighting for Gender Equality**
Saller, a well-known proponent of gender equality and equal pay, has pledged Diageo to the *Free the Bid* initiative. The initiative works to improve transparency among ad and marketing agencies to ensure that women are represented in leadership positions.

"As advertisers we have the power to normalize gender equality by what we choose to show in our ads, and who we choose to produce them," Saller said in her statement on the pledge. "The advertising industry is moving in the right direction to achieving greater gender diversity, but it must move quicker."

Saller’s efforts have not gone unnoticed: She was named Champion of the Year in *Industry Dive*’s Marketing Dive awards.

**Diageo Walks Towards Progress**

Diageo released scotch under the moniker Jane Walker, who – even though she’s a marketing creation – was named one of Time’s 100 Most Influential People of 2019.

Source: diageo.com

Amy Fuller is no stranger to the big leagues. Before joining Accenture in 2017, she served in senior roles at Mastercard, Deloitte, Y&R and Ogilvy.

**A Unique Outside Perspective**
Joining the consulting giant from the outside is a challenging proposition, but Fuller tackled it by zeroing in on the most important information she could find. “Building peer relationships and understanding the primary levers of the business was fundamental,” she explained on a recent *Marketing Daily* podcast.

Fuller was recently named to the Ad Council Board of Directors – proof that her influence extends not only to Accenture but to the industry as a whole.
To Jennifer Sey, the Levi’s brand goes far beyond the closet. “Levi’s has been a symbol of democracy and inclusion for just about forever,” Sey said in an AdWeek interview. According to Sey, blue jeans are “the ultimate form of self-expression.”

Encouraging Political Participation
Sey has built on the symbolic value of blue jeans with Levi’s Use Your Vote campaign, encouraging viewers to make their voices heard by showing up to the polls.

Inspiring action and empowerment is nothing new for Sey. A gymnast in her youth, she won the US National Gymnastics Championship less than a year after suffering a major injury at the 1985 World Championships. She’s been a force to be reckoned with ever since.

Kelly Campbell is taking an unusual approach to the influencer marketing game: total honesty. Campbell, who joined Hulu in 2017 after 12 years at Google, spearheaded the recent Hulu Sellouts campaign, in which professional athletes – including NBA standouts Joel Embiid and Damian Lillard – acknowledge that they’re promoting Hulu because, well, the brand paid them.

Embracing Transparency
The campaign is an amusing send-up of the wink-wink relationship between influencers and brands. “Influencer marketing has taken on a life of its own,” Campbell told The Wall Street Journal. “Yet at the same time, we know athletes are getting paid a lot of money to endorse products.” Keep an eye on Campbell – who landed on last year’s Forbes CMO Next list – to see which sacred cows she targets next.

The Best Policy
Hulu poked fun at celebrity endorsements with a campaign that featured NBA stars admitting that they were promoting Hulu for the money, not for the love of the game.

Source: youtube.com/hulu
David VanderWaal is working to bridge the gap between advanced technology and everyday domestic tasks. He has positioned LG as a brand people can trust to make their lives easier, one home-cooked meal at a time.

A New Generation of Classic Products
That begins with the company’s innovative smart kitchen partnerships. New LG appliances will be able to calibrate cooking times and temperatures according to recipes from Innit and SmartChef; LG ovens will now recognize the specifications on smart meals designed for Tovala smart ovens.

If you want smarts beyond the oven, check out VanderWaal’s work on LG’s ThinQ artificial intelligence platform, which can adapt to and make recommendations based on user habits. It all builds on VanderWaal’s long career at top appliance brands: With a résumé that includes stints at Maytag, Whirlpool, Amana and Bosch, VanderWaal is uniquely positioned to lead the charge at LG.
#49 Rebecca Messina
CHIEF MARKETING OFFICER
UBER

While Rebecca Messina’s tenure at Uber was brief (she joined in September, and has recently announced her departure), she earned significant attention in the role. Her influence at Uber built on a long career: Messina spent 22 years at Coca-Cola, eventually becoming the company’s SVP of Marketing and Innovation, Ventures & Emerging Brands. Most recently, she was SVP and Global CMO of Beam Suntory, a premium spirits company.

Highlighting Diversity
At Uber, Messina was tasked with bolstering the brand’s reputation and uniting a global team of about 700 marketers. Under her leadership, Uber upped its ad spend significantly, devoting resources to campaigns such as Moving Forward, which featured CEO Dara Khosrowshahi and showcased the company’s progress on diversity.

As Uber moves into its new existence as a publicly traded company, its next CMO faces the challenge of following two short-lived but influential executives.

#50 Catherine Hernandez-Blades
SVP, CHIEF ESG (ENVIRONMENTAL, SOCIAL, & GOVERNANCE) & COMMUNICATIONS OFFICER | AFLAC

Catherine Hernandez-Blades is working hard to maintain Aflac’s lighter side while highlighting the insurance company’s commitment to worthy causes. Her recent efforts culminated in My Special Aflac Duck, an interactive robotic companion for children battling serious illnesses, which captured major awards at CES and SXSW.

The Value of Authenticity
Blades’ explanation for the duck’s success could just as easily describe her own trademark leadership style: “When you put people and the right things first and you’re authentic about it...it is very rewarding,” she told Latino Leaders magazine.

Uber Accelerates its Storytelling
The rideshare company examined its human side in a recent TV campaign.

Source: youtube.com/uber
1. ELIGIBILITY

To be eligible for this year’s list, a CMO or their brand must be...

On any **ONE** of...
- Forbes Most Influential CMOs 2018
- Forbes CMO Next
- Forbes 100 Most Valuable Brands
- Ad Age Top Advertisers
- Forbes 2018 CMO Summit Speakers

OR

On **BOTH** of...
- Brand Finance 500 2018
- Forbes World’s Largest Public Companies 2018

**OR**

On **BOTH** of...
- Brand Finance 500 2018
- Forbes World’s Largest Public Companies 2018

**OR**

On **BOTH** of...
- Brand Finance 500 2018
- Forbes World’s Largest Public Companies 2018

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- Forbes World’s Largest Public Companies 2018

**OR**

On **BOTH** of...
- Brand Finance 500 2018
- Forbes World’s Largest Public Companies 2018

2. CMO WEIGHTED SCORE

All eligible CMOs were scored on 3 dimensions, measured by 9 variables over the period January 1, 2018 to March 31, 2019. The result was the CMO weighted score.

<table>
<thead>
<tr>
<th>Brand Performance Indicators</th>
<th>Personal impact on brand awareness</th>
<th>Industry and internal influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement rate on brand posts</td>
<td>Total direct (t) and indirect (CMO + brand name) Twitter mentions</td>
<td></td>
</tr>
<tr>
<td>Volume of engaged followers for the brand</td>
<td>Online and blog mentions of the CMO (in context of brand)</td>
<td></td>
</tr>
<tr>
<td><strong>CMO’s volume of LinkedIn connections</strong></td>
<td>News mentions of the CMO (in context of brand)</td>
<td></td>
</tr>
</tbody>
</table>

3. QUALIFICATION

The CMOs who achieved the top 100 scores were then screened to ensure they qualified for the top 50. To qualify for the top 50, a CMO must...

- Score in the top 20% on at least three variables OTHER than brand performance indicators
- Score in the top 20% on at least one personal impact on brand awareness score

**AND**

- Remain in their CMO role as of March 31, 2019

4. PEER INFLUENCE SCORE

Qualified CMOs in the top 100 were scored on peer-based influence, as measured by their influence within the global community of CMOs on Twitter.

5. RANKING

The ranking of the final 50 was based on:

- An average of the CMO weighted score + the peer-based influence score
- CMOs who do not use Twitter were ranked based on their CMO weighted score alone
Acknowledgements

**At Forbes**

- Jenny Rooney
  Editor of the CMO Network at Forbes

**At Sprinklr**

- Alison Backscheider
  Senior Marketing Manager
  Corporate Marketing

- Rebecca Benison
  Content Marketing Writer
  JeffreyM Consulting

- Yoli Chisholm
  Vice President of Corporate Marketing

- Grad Conn
  Chief Experience and Marketing Officer

- Margaret Mayer
  Senior Graphic Designer
  Corporate Marketing

- Ben Waldron
  Manager, Corporate Marketing
  + Senior Writer

**At LinkedIn**

- Jennifer Brett
  Head of North American Insights Marketing Solutions

- Fred Han
  Senior Manager
  Corporate Communications

- Rebecka Benison
  Content Marketing Writer
  JeffreyM Consulting

- Pavels Kilivniks
  Senior Insights Analyst

- Adib Kshirsagar
  Senior Insights Analyst
  Marketing Solutions

**Special Thanks**

- Alexandra Samuel
  Data Journalist

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**LinkedIn**

LinkedIn connects the world’s professionals to make them more productive and successful and transforms the way companies hire, market and sell. Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of the world’s first Economic Graph. LinkedIn has more than 630 million members and has offices around the globe.