

Forbes

CMOThird Annual CHOCK STUDY 2014

CMO Influence Study - 2014 Welcome

We're pleased to present the Third Annual Forbes/Appinions CMO Influence Study, in which we identify and recognize the marketing leaders that have established themselves by sharing opinions that travel and generate significant reactions.

This report is based on an analysis of data collected between July 26, 2014 and October 14, 2014 on the top 500 companies from the Forbes Global 2000 Largest Companies list (henceforth referred to as the "Forbes Global 500"). It includes only companies that conduct business in English speaking countries (e.g. Samsung and BMW).

Note that we use the title 'CMO' but selected the highest ranking marketing officer within any given company for inclusion in the study. The actual title of each honoree is listed on their personal profile page.

To prepare this study, the Appinions platform analyzed over 100 million articles from news, blog, and social media sources, identified opinions from and reactions to the selected CMOs, and calculated a proprietary influence score based on the people or entities reacted to an opinion, weighted by their respective influence on a given topic; the credibility of the outlet where the reaction was published or consumed; and the volume of reactions generated by opinions attributed to that influencer within the studied time frame.

Congratulations to each of these great CMOs.

- Larry Levy, CEO

Bruce Rogers, Chief Insights Officer
Appinions Inc.

Forbes

Most Influential CMOs 2014 **Table of Contents**

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The 50 Most CINESTAL CINES In The World

This report is based on analysis of the senior marketing officials at companies on the Forbes Global 500.

Appinions determined the influence of each CMO based on all of the individual's opinions, across all topics.

Here we share a list of the 50 Most Influential CMOs.



The World's 50 Most Influential CMOs - 2014

Rank	Name	Brand	Rank	Name	Brand
1	Phil Schiller	Apple	26	Keith Weed	Unilever
2	David Lauren	Ralph Lauren	27	Dorothy Dowling	Best Western
3	Tim Mahoney	General Motors	28	Ola Kallenius	Mercedes-Benz
4	Jim Farley	Ford	29	Dana Anderson	Mondelez
5	John Frascotti	Hasbro	30	Ariel Kelman	Amazon
6	Kristin Lemkau	JPMorgan Chase	31	Michael Zuna	Aflac
7	Trevor Edwards	NIKE	32	Jeannine Haas	Avis Budget Group
8	Beth Comstock	General Electric	33	Karen Quintos	Dell
9	Seth Farbman	Gap	34	Ken Chaplin	Trans Union
10	Alain Visser	Volvo	35	Khaled Elkhouly	Etisalat
11	Matt Jauchius	Nationwide Mutual	36	Lorraine Twohill	Google
12	Richelle Parham	eBay	37	Mark Hug	Prudential Financial
13	Martine Reardon	Macy's	38	Roel de Vries	Nissan
14	Kevin Krone	Southwest	39	Mike Wege	Hershey Company
15	Olivier Francois	Fiat Chrysler	40	Brian Smith	Lexus
16	Stephanie Linnartz	Marriott	41	David Christopher	AT&T
17	Andrew Nocella	American Airlines	42	Loren Angelo	Audi
18	Barb Rechterman	GoDaddy	43	Deanie Elsner	Kraft
19	Blair Christie	Cisco	44	Roy Benin	Mars
20	Anne Finucane	Bank of America	45	Ann Mukherjee	Frito-Lay
21	Russell Wager	Mazda	46	Andrea Riley	Ally Financial
22	Jim Berra	Carnival	47	Ann Glover	Voya Financial
23	Jeremy Burton	EMC	48	Jeffrey A Hirsch	Time Warner Cable
24	Alan Gershenhorn	UPS	49	Andy England	MillerCoors
25	Tony Pace	Doctor's Associates (Subway)	50	Johan Buse	SingTel







The 10 Most "Actioned" CMO Opinions

These recent opinions resonated the most, garnered the most reactions, and were published or referenced across networks or media.

Rank	Name	Company	CMO#	Opinion
1	Phil Schiller	Apple	1	Marketing chief Phil Schiller, calling the [iPad Air 2] tablet the world's slimmest, described several new features such as an anti-reflective screen and confirmed the inclusion of the "Touch ID" sensor, already available on the latest iPhones. (<i>Reuters</i>)
2	Beth Comstock	GE	8	"Businesses must be more imaginative when trying to reach consumers, rather than simply promoting their brandsimplicity and speed are imperative for brands." To achieve the speed necessary to reach consumers and businesses, Comstock said GE partners with startups and smaller orgs. (<i>Techradar</i>)
3	Jeremy Burton	EMC	23	"We were able to attract great talent to VMware, giving them equity in a startup and later exposing a portion of it to the public markets VMware is like Switzerland — neutral among hardware vendors [so] a VMware customer can buy hardware from many vendors." (Forbes)
4	Richelle Parham	EBay	12	Parham said "Ebay's new campaign will help people understand the "real eBay" as it works to shed its image as an auction site and become known globally as an overall e-commerce retailer." (Canadian Business)
5	Andrew Nocella	American Airlines	17	"Jetstar Japan's network provides our customers with access to more destinations in Japan" said American CMO Andrew Nocella in a statement. American has been increasing its presence in Asia, adding flights to Hong Kong and Shanghai out of its hub at Dallas/Fort Worth airport. (Star-Telegram)
6	John Frascotti	Hasbro	5	Hasbro won over Disney with what it has recently done in girls toys, especially Nerf Rebelle, and how it handled Disney properties Star Wars and Marvel, CMO John Frascotti said in an interview. (<i>Bloomberg</i>)
7	Trevor Edwards	Nike	7	More players wore Nike boots than all other brands combined and nearly a third of those players wore Flyknit boots "As of the end of the quarter, we had the leading footwear market share in the nine largest football markets around the world". (Reuters)
8	Jim Farley	Ford	4	"Ford will increase its global sales to 9.4 million vehicles by 2020 from 6.2 million vehicles in 2013," said Jim Farley at a gathering of Ford investors near in Dearborn, Michigan. (Yahoo! Finance)
9	Ann Finucane	Bank of America	20	Repositioning BoA required humble, "eyelevel" conversations just as Facebook began hitting its stride and Twitter started emerging as a news outlet. In reimagining, we had to become more authentic, we had to simplify our thinking, we had to be straightforward about what was valuable to people. (Fortune)
10	Blair Christie	Cisco	19	"Today's partnership [with NBA Global Games Rio 2014] reflects our mutual and ongoing commitment to bringing innovation to the NBA and the game of basketball through the Internet of Everything Together we are enabling new fan experiences and, with our new R&D initiative, will see the amazing things that can happen when we connect the unconnected." (Cisco)







Category Specific CINFLIENTIAL CINES

Here we look only at conversations on specific topics within marketing.

For each, Appinions determined the most influential people, CMOs, and brands in each category.

This section lists the top five most influential CMOs and the most commonly referenced themes in those opinions and documents.

General Marketing
Online Marketing
Mobile Marketing
Big Data



Advertising and Marketing General



	Top Influencers	Most Influential CMOs	Most Influential Brands
#1	Phil Schiller CMO, Apple	Phil Schiller <i>Appl</i> e	Facebook
#2	David Lauren CMO, Ralph Lauren	David Lauren Ralph Lauren	Samsung
#3	Ethan Zuckerman Director, MIT Center for Civic Media	Tim Mahoney <i>GM</i>	Google
#4	Randy Tinseth Marketing Director, Boeing	Martine Reardon <i>Macy</i> 's	Apple
#5	Tim Mahoney <i>CMO, GM</i>	Scott Moffitt Nintendo	Red Bull

Top Themes in Advertising and Marketing







Online Marketing



	Top Influencers	Most Influential CMOs	Most Influential Brands
#1	Ethan Zuckerman Director, MIT Center for Civic Media	Barb Rechterman <i>GoDaddy</i>	Facebook
#2	Sheryl Sandberg COO, Facebook	Ariel Kelman <i>Amazon</i>	Google
#3	Tim Cook CEO, Apple	Lorraine Twohill Google	Twitter
# 4	Frank Williams CEO, Evolent Health	Blair Christie <i>Cisco</i>	YouTube
#5	Brian Wieser Sr. Researcher, Pivotal	Mark Addicks General Mills	Amazon

Top Themes in Online Marketing







Big Data



	Top Influencers	Most Influential CMOs	Most Influential Brands
#1	Tom Szkutak CFO, Amazon	Ariel Kelman Amazon	Amazon
#2	Jeff Bezos CEO, Amazon	Ken Dixon <i>Verizon</i>	IBM
#3	Jim Traschetta CMO, iHealth	Lorraine Twohill Google	Splunk
#4	Ron Kasablan <i>VP, Intel</i>	David Christopher <i>AT&T</i>	Intel
#5	Nick Heudecker Director, Gartner	Blair Christie <i>Ci</i> sco	Verizon

Top Themes in Big Data







Mobile Marketing



	Top Influencers	Most Influential CMOs	Most Influential Brands
#1	Sheryl Sandberg COO, Facebook	Phil Schiller <i>Appl</i> e	Facebook
#2	Stephen Howard Sarin SVP, eBay	Khaled Elkouly <i>Etistat</i>	Google
#3	Brian Gardner R&D, Kaiser Permanente	David Christopher <i>AT&T</i>	Yahoo
#4	Brad Rees CEO, Mediacells	Ken Dixon <i>Verizon</i>	Twitter
#5	Keshav Bansal Director, Mobile Marketing Intel	Kristin Lemkau JPMorgan Chase	eMarketer

Top Themes in Mobile Marketing







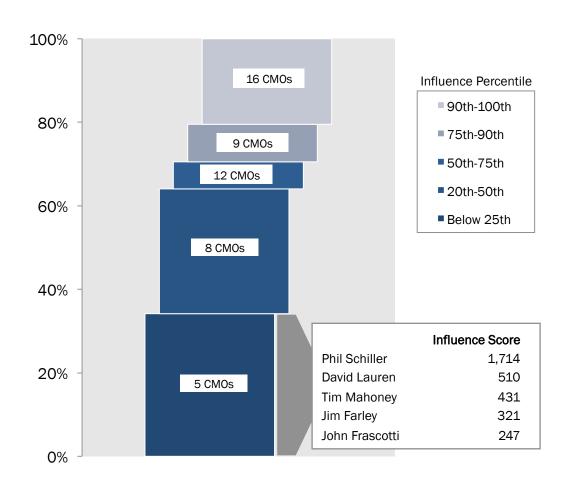
Analysis of CTAINS

Score Distribution
By Gender
By Industry
By Opinion Frequency

This section shares analysis of the data behind our 50 Most Influential CMOs



Top 50 CMOs - Distribution



There is a lot of influence at the top of our list; the five most influential CMOs earned nearly 50% of the total influence earned of all 50 Top CMOs.

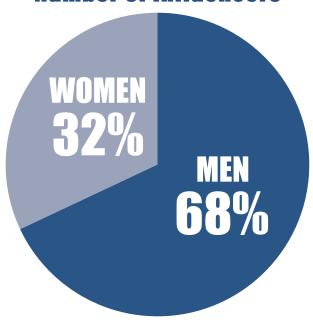
Nearly 75% of the total measured influence was earned by just 13 CMOs.

- #1 influencer Phil Schiller's had a tremendous spike in influence following the release of the new iPhone, making him more influential than the next 5 CMOs combined.
- #2 influencer David Lauren gained attention when technology, sports, and fashion came together via wearable-tech shirts and then a holographic fashion show.
- #3 influencer Tim Mahoney earned his spot on top of the announcement of the debut of the next generation Chevy Volt, the automaker's best selling hybrid vehicle.

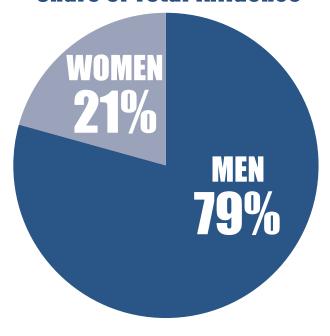
Gender and Influence in the Top 50 CMOs

The women within the 50 Most Influential CMOs earned less influence-per-person then their male peers. We found the median Male CMO had an influence score 22% higher than the median Female CMO. This means that their opinions received either a lower quantity of reactions, were reacted to by less influential people, or their opinions and the reactions to them appeared in less impactful publications.

Number of Influencers



Share of Total Influence



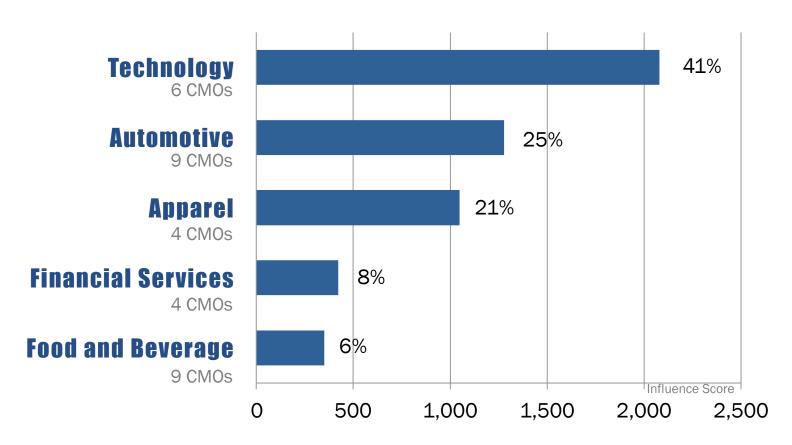






Top Five Industries Represented by Influential CMOs

The 50 Most Influential CMOs represented 11 different industries. Below are the top five based on the percentage of influence aggregated by CMOs from that market.

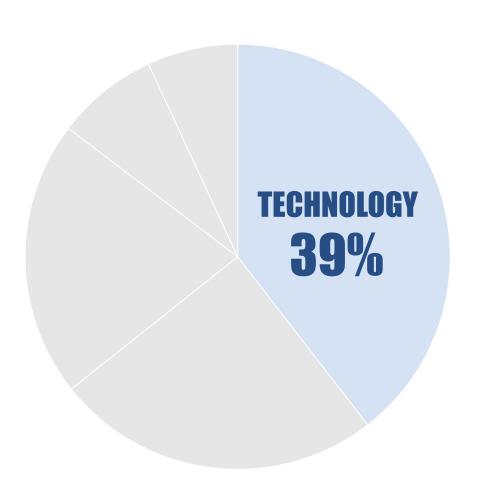


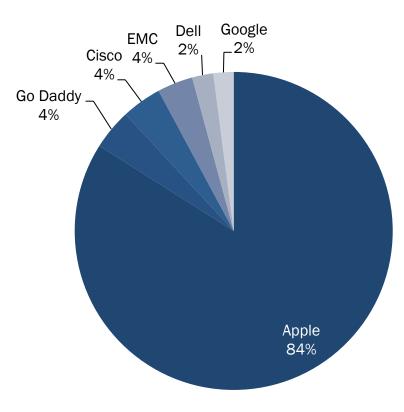






Technology CMOs Company Breakdown in the Top 50



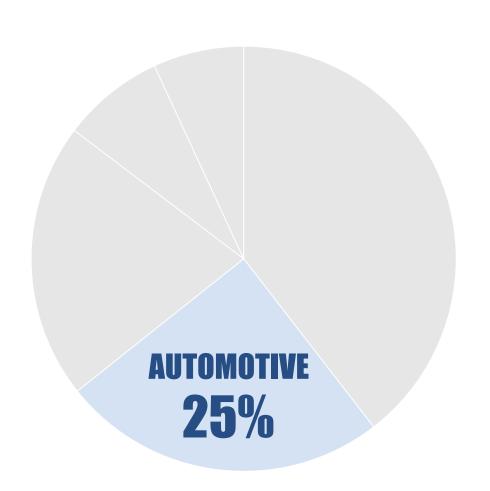


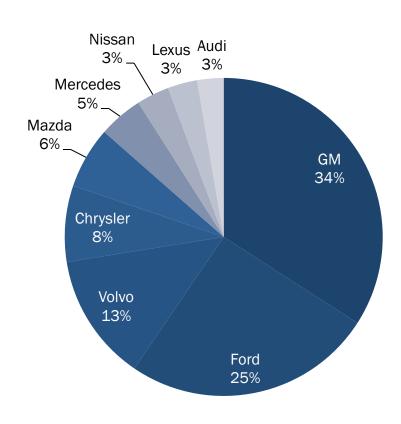






Automotive CMOs Company Breakdown in the Top 50



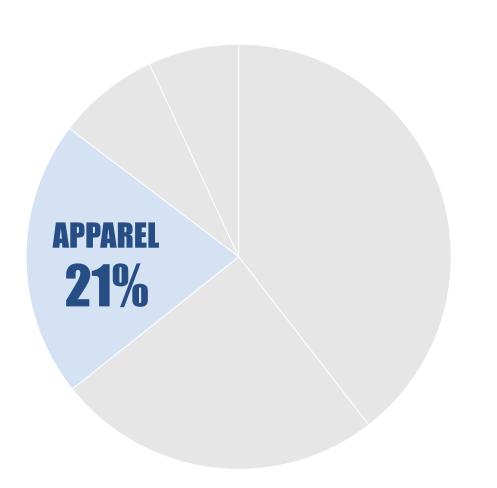


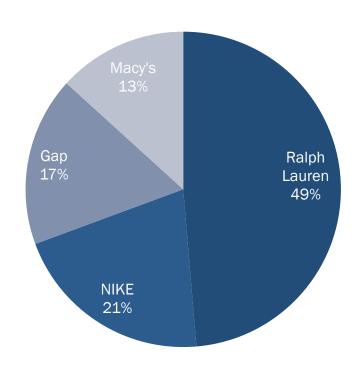






Apparel CMOs Company Breakdown in the Top 50



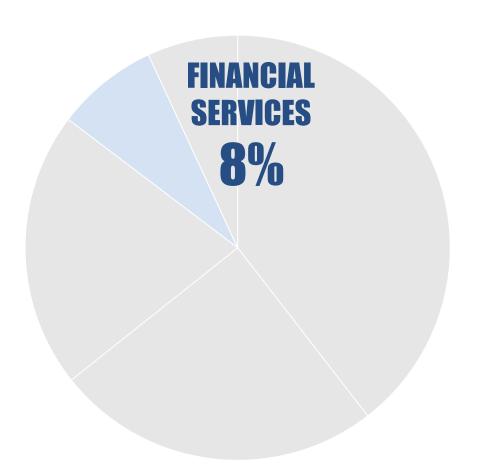


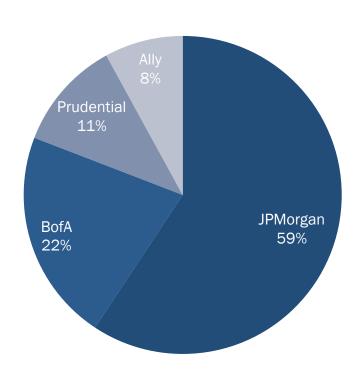






Financal Services CMOs Company Breakdown in the Top 50



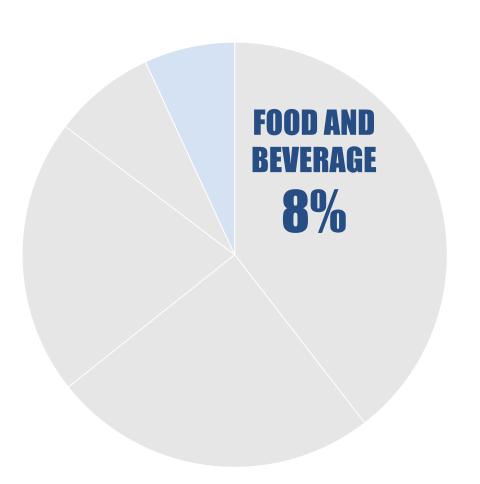


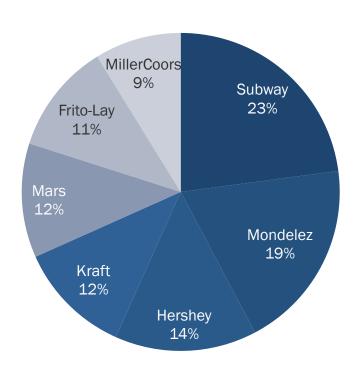






Food and Beverage CMOs Company Breakdown in the Top 50



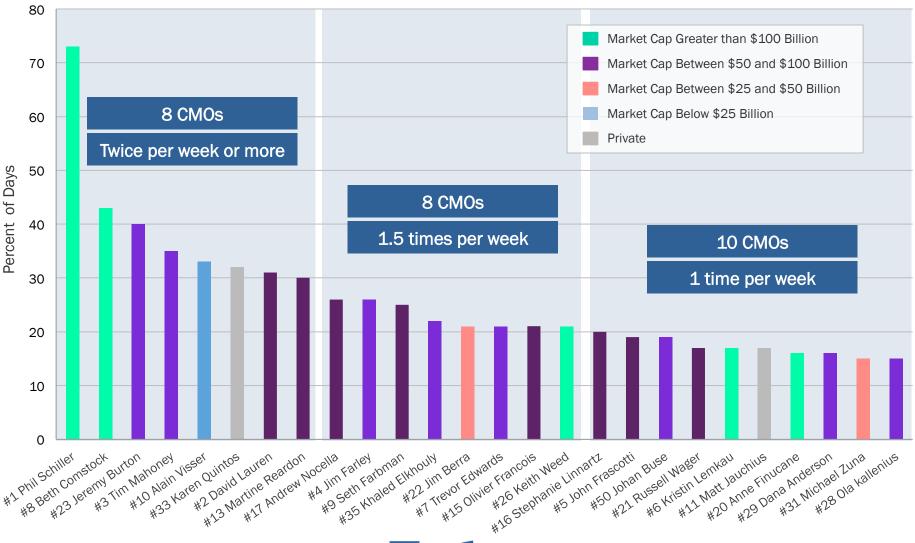








Opinion Frequency and Market Cap (Pg. 1)

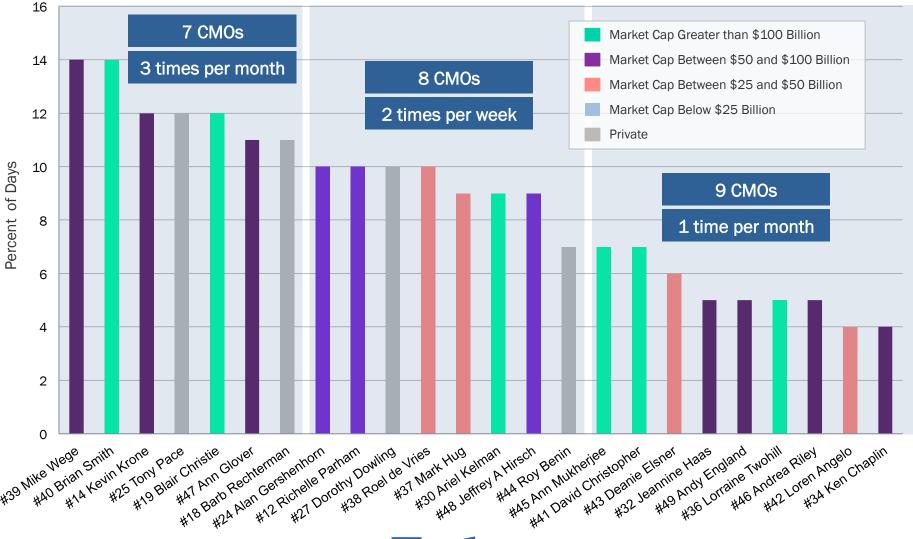


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Opinion Frequency and Market Cap (Pg. 2)



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Profiles of INFLUENTIAL CINCS

The Top 50

On the following pages we learn more about each of the 50 Most Influential CMOs in the World.

Also included are the most 'actioned' opinions these notable CMOs have shared in recent months.



#1 Phil SCHILLER Apple

Most Influential Opinions

Apple's strategy, which spends hundreds of millions of dollars on ads, is to "make the product the biggest and clearest thing in advertising." (Sharenet 09/10/2014)

When asked about the reports of bending, Apple's head of marketing, Phil Schiller, called them "extremely rare occurrences" reiterating to CNBC that out of millions of iPhones sold, Apple had only received nine complaints. He also told The Verge that Apple "designed the product to be incredibly reliable throughout all your real world use." (MacRumors 9/25/2014)



SVP: World Wide Product Marketing

Phil Schiller is at his second stint at Apple, which began in April 1997. He assumed his current role in February 2002. Previously, he served as the VP of Product Marketing at Macromedia and Director of Product Marketing at FirePower Systems. Between 1987 and 1993 he held various marketing positions at Apple.

#2 David LAUREN Ralph Lauren

Most Influential Opinions

"Ralph Lauren continues to push his company into the future, using technology as a way to keep brands fresh and innovative at the cutting edge of modernity," said David Lauren, EVP of global advertising, marketing and corporate communications. (Scottrade 9/8/2014)

"We are honored to begin this partnership with the PGA of America and celebrate achievements of these esteemed golfers as they represent our country," said David Lauren. "We look forward to a long-standing relationship that will further shape the game and support PGA professional development."

(PR Newswire 9/3/2014)



EVP: Advertising, Marketing, and Communication

Lauren sits on the Board of Directors of Ralph Lauren Corporation, and is the company,s EVP of Advertising, Marketing and Communications. He joined the company in 2001 as its Chief Creative and Marketing Officer for eCommerce and Media. Lauren also serves as President of the Polo Ralph Lauren Foundation and sits on the Board of Trustees for the Ralph Lauren Center for Cancer Care and Prevention. He holds a BA from Duke University.

#3 Tim MAHONEY General Motors

Most Influential Opinions

Chevrolet CMO Tim Mahoney told Forbes that the Volt sees its strongest popularity in the Northeast and West Coast markets and that Chevrolet is focusing more on social media and testimonials to channel overwhelming positive reviews of the Volt into greater sales numbers. (Motley Fool 9/2/2014)

Chevrolet may have fled Europe, but it now will be the "official car" of the Shanghai Disney Resort, Chevy global chief Tim Mahoney said today. Shanghai GM, General Motors' joint venture with SAIC, will build a "large-scale iconic attraction" at Shanghai Disneyland. (BusinessWeek 9/23/2014)





Global CMO: Chevy

Mahoney has been the Global CMO for Chevrolet and Global General Motors Marketing Operations Leader since 2013. He joined Chevrolet from Volkswagen, where he was its Chief Product and Marketing Officer. Mahoney is responsible for executing Chevrolet's new brand platform, Find New Roads, and for overall coordination of GM's Global Marketing Operations. He has an MBA in Marketing Management from Drexel University.

Jim FARLEY Ford

Most Influential Opinions

Ford Motor Co. will increase its global sales to 9.4 million vehicles by 2020 from 6.2 million vehicles in 2013, said Jim Farley, Ford's sales chief. Farley spoke at a gathering of Ford investors near its headquarters in Dearborn, Michigan on Monday. (Yahoo! Finance 9/29/2014)

There's perhaps less pride, but considerable profit potential, in tailoring the car for European and Asian markets, where it'll go on sale next year. "Our biggest decision early on was to sell this car globally," Ford's Jim Farley said in a briefing to auto writers here to drive the 2015 Mustang. "It forced us to decide what a Mustang is and isn't," he said. (Shreveport Times 9/21/2014)





EVP Global Marketing, Sales & Service

Farley is Ford's EVP of Global Marketing, Sales and Service. He joined the company in 2007. He leads its integrated Marketing, Advertising, Digital, Brand Development and Research Initiatives. Previously, he was Group VP and General Manager for Lexus, Group VP of Marketing for Toyota, and General Manager of Product Management for Toyota Europe. He has an MBA from University of California, Los Angeles.

#5 John FRASCOTTI Hasbro

Most Influential Opinions

"Angry Birds is one of the most recognizable entertainment franchises in the world and we're thrilled Rovio has chosen Hasbro as its premier toy and game licensee," said John Frascotti, CMO, Hasbro when the deal was announced. (ValueWalk 9/26/2014)

"With 3D printing, we're now able to provide fans of Marvel Super Heroes for the first time ever with this very unique opportunity to create a one-of-a-kind action figure featuring their own likeness," said John Frascotti, CMO, Hasbro, Inc. "By partnering with Walmart, Disney, and 3DPlusMe, we're delivering to consumers a totally personalized product experience." (TMC Net 9/18/2014)





Global CMO

Frascotti is EVP and CMO of Hasbro. Previously, he was SVP of New Business Acquisitions and Licensing at Reebok International from 2002 to 2005, and SVP of its Sports Division from 2005 to 2008. He is a graduate of Yale University and holds a JD from Harvard Law School.

G Kristin IEMK! JPMorgan Chase

JPMORGAN CHASE & CO.



CMO

Most Influential Opinions

Lemkau said that email phishing attacks are "the biggest risk" for customers affected by the breach ... The bank's website urged customers to be cautious of any communications that ask for their personal information. (Huffington Post 10/3/2014)

"We uncovered an attack by an outside adversary recently where the firm's technology environment was compromised," said Kristin Lemkau ... the bank had "not seen any unusual fraud activity" since the intrusion was discovered and there was "no evidence that they have taken any proprietary software" or had a "blueprint" of the bank's computer network. (Reuters 9/12/2014)

Lemkau has been CMO of JPMorgan Chase & Co. since 2014 and has been CCO for Chase since 2010. She is responsible for Corporate and Employer Brand firm wide. She served as CMO and Head of Communications for the investment bank between 2005 and 2010, and previously held senior roles in Media Relations and Internal Communications for J.P. Morgan. She also serves on the Board of Directors of the non-profit organization Sandy Hook Promise. She graduated from Vanderbilt University.

#7 Trevor EDWARDS Nike

Most Influential Opinions

More players wore Nike boots than all other brands combined and nearly 1/3 of those players wore Flyknit boots. Global soccer revenue rose at a double-digit percentage rate in the 1st quarter, Trevor Edwards said. "As of the end of the quarter, we had the leading footwear market share in the nine largest football markets around the world," he said. (4 Traders 9/25/014)

We're working on pricing at a style-by-style level, at a market-by-market level," Trevor Edwards explained to analysts. In basketball and soccer, Nike throws in yet another wrinkle with its limited edition releases, like the fancy \$400 Jordan "Shine" that goes on sale tomorrow morning. (BusinessWeek 9/26/2014)





President – Nike Brand

Edwards has served as President of Nike Brand since 2013. He joined Nike in 1992, and was appointed Marketing Manager, Strategic Accounts for Foot Locker in 1993, Director of Marketing Americas in 1995, Director of Marketing Europe in 1997, VP of Marketing EMEA in 1999, VP of U.S. Brand Marketing in 2000, Corporate VP of Global Brand Management in 2002, and VP of Global Brand and Category Management in 2006. Prior to Nike, Edwards worked at Colgate-Palmolive Company.

#8 Beth COMSTOCK GE

Most Influential Opinions

GE CMO Beth Comstock uses Venn diagrams to decide where to get started on big projects. She draws three circles for what she has to do, what she loves to do, and what she hates to do, then begins with the overlap between what she has to get done and what she loves. (Business Insider 9/5/2014)

Recently GE CMO Beth Comstock spoke of greater boldness needed in aiding leaders at all levels to deal with expanding complexity in their roles. Rather than accepting current business structures or processes, they need to push back and offer new options to change the playing field for their work. (Forbes 9/18/2014)





SVP and Global CMO

Comstock has been GE's SVP and CMO since 2003. Previously, she held a succession of roles at GE, NBC, CBS and Turner Broadcasting. She leads Marketing, Sales, Licensing, and Communications and oversees GE Ventures. Her current priorities include partnering with and investing in start-ups, and developing new markets in analytics, energy and affordable health through GE's industrial internet, Ecomagination and Healthymagination initiatives. She graduated from the College of William and Mary with a degree in Biology.

#9 Seth FARRMAN Gap

Most Influential Opinions

Gap's Global CMO Seth Farbman said, "there's certainly a long tradition at Gap that people come first and that the clothes are there to make you feel like your best self, and we've been unapologetic about that for years." (InStyle UK 8/20/2014)

"The millennial generation is one of the most connected," said Farbman, "the most powerful in terms of buying ability and buying power, and one of the most optimistic generations we've seen, since Gap was started. We decided to focus on this generation, not ignoring our strength of being a cross-generational brand, but recognizing that, if we got it right with this group, we would get a halo up." (Huffington Post 9/9/2014)





Global CMO

Farbman has served Gap's Global CMO since 2011. He was recruited from Ogilvy & Mather, where as Worldwide Managing Director he developed marketing campaigns for consumer brands such as Coca-Cola, UPS, and Unilever. He also founded Ogilvy earth, a top-ranked sustainability marketing practice. Farbman is an alumnus of Cornell University.

#10 Alain Volvo

Most Influential Opinions

The cabin features sports seats and a perforated leather steering wheel with its own gearshift knob, pedals, floor mats and illuminated thread plates. "R-Design is created for people with a passion for things that add spice to life," says Alain Visser. "It appeals to customers that love active driving and a personal, expressive design." (USA Today 9/18/2014)

"The rapid response confirms that the XC90 is a truly iconic car model. The First Edition will be a collector's item in the future," said Alain Visser. The Onyx Black exterior is combined with an interior featuring leather seats in Amber, a Charcoal leather dashboard, and Walnut inlays. (WorldCarFans 9/5/2014)





SVP: Sales, Marketing, and Customer Service

Visser has served as the SVP of Marketing, Sales, and Customer Service at Volvo since 2013. He started his career at Ford Motors in Belgium and subsequently held various senior positions across its European division. He moved to General Motors in 2004, and joined Volvo in 2012 as VP of Sales Operations. He holds an MBA from Duke University.

11 Matt MAIICHUS Nationwide

Most Influential Opinions

"Everywhere we go, people sing the 'Nationwide is on your side' jingle. As we developed this ad, we wanted to convey the familiarity of the jingle in a manner that attracts attention in a light-hearted way," said Matt Jauchius, chief marketing officer at Nationwide. (Noodls 9/8/2014)

Nationwide picked up the Daytona 500 in the new deal, and Jauchius said the increase in races will help its goal of improving awareness among NASCAR fans. Since it began airing commercials with Earnhardt five years ago, Nationwide has increased brand awareness and sales by 20% among NASCAR fans. (USA Today 9/6/2014)





EVP and CMO

Jauchius is Nationwide's CMO and EVP. Previously, he was the company's SVP and Chief Strategy Officer where he was responsible for the development and integration of Nationwide's strategic brand initiatives. He also worked at McKinsey & Company in Corporate Strategy prior to that. He holds an MBA from the University of Michigan.

#12 Richelle PARHAM eBay

Most Influential Opinions

TV spots launch Monday, with the campaign launching through social channels – another first for the retailer – just prior to that. "Media weight will be similar to eBay's past efforts, from a TV and digital perspective," Ms. Parham said, "but eBay will ramp up its presence in social-media channels." (Advertising Age 10/9/2014)

Parham added that the campaign will help people understand the "real eBay" as it works to shed its image as an auction site and become known globally as an overall e-commerce retailer. Parham noted that 80 percent of the items on the site are new and 78 percent are fixed-price merchandise. (Canadian Business Magazine 10/9/2014)



CMO

Parham has served as Ebay's CMO of North America since 2010. Previously, she was an SVP and General Manager at Digitas and Head of Global Marketing, Innovation and Initiatives at Visa. Parham has sat on the Board of Directors of Scripps Networks Interactive since May 2012. She holds a BS in Marketing, Design and Merchandising from Drexel University.

#13 Martine REARDON Macy's

Most Influential Opinions

"I am so proud of Macy's long-time dedication to the breast cancer awareness movement, not only during the month of October, but throughout the year," said Reardon. Macy's has aligned with the Pink Pony Campaign, offering a special collection of items at shops across the country. (Stock Analyst 9/29/2014)

"Macy's is committed to giving back, nationally and to our local communities," said Martine Reardon. "For the last eight years, Macy's Shop For A Cause program has provided our customers and associates the opportunity to show their support and give back to their local community organizations while enjoying great savings." (My News 4 8/22/2014)





CMO

Reardon has been Macy's CMO since 2012. Between 2009 and 2012, she served as the company's EVP of Marketing. Previously, she was the EVP of National Marketing Strategy, Events and Public Relations for Macy's Corporate Marketing, SVP for Marketing and Sales at Macy's East, and VP of Media overseeing the Macy's/Federated marketing effort. She began her retail career in special events at Abraham & Straus in 1984.

#14 Kevin KRONE Southwest

Most Influential Opinions

"The tide switched from 80% negative to 80% positive" after the debut. The AirTran brand will "sunset. We wanted to move forward with all our focus on Southwest." (Skift 10/9/2014)

Southwest may not be completely finished with its rebranding as customer feedback indicates that the heart on its fuselage may be too subtle, and Krone said the airline may enlarge it somewhat in future paint jobs. In a bid to keep the costs of the rebranding lower, Southwest will repaint aircraft on a schedule that they would have been repainted anyway in the "natural cycle," and he added that it may take several years to repaint all of its aircraft. (Skrift 10/9/2014)

Southwest'



CMO

Krone serves as VP and CMO of Southwest Airlines. He is responsible for Marketing, Sales, Promotions, Business Development, Advertising, Online Marketing, and Product Distribution. He joined the company in 1992 and held various positions of increasing responsibility in Marketing and Business Development before taking the reins of his current role in 2013. Krone holds an MBA in finance from the University of Illinois.

#15 Olivier FRANCIS Fiat Chrysler

Most Influential Opinions

The Factory Tour promotion also is one more way in which Chrysler CMO Olivier Francois is helping CEO Sergio Marchionne and brand CEO Al Gardner achieve the challenging goal of getting American consumers to regard the new 200 as a truly fresh and deserving vehicle and consider buying one. (Forbes 9/21/2014)

"There's the potential for the Chrysler brand to attain a certain level of excellence and sophistication" in the years ahead, as Fiat Chrysler attempts to build into a much broader mid-market brand in the United States, Francois told me. "That doesn't mean 'luxury' or premium pricing" but rather making and positioning the car so that its value is acknowledged. (Forbes 9/21/2014)





SVP and **CMO**

Francois is the CMO of Chrysler Group, and CEO and President of Fiat's Lancia division. Previously, he served as Chrysler Group's top marketing executive, charged with Marketing Strategy, Brand Development and Advertising for Chrysler, Jeep, Dodge and Ram Truck brands. He holds a degree in economy, finance and marketing from Dauphine University, and a diploma from the Institute des Sciences Politiques.

#16 Stephanie UNNARTZ Marriott

Most Influential Opinions

"We are honored to be among the world's most innovative companies," said Stephanie Linnartz. "We are designing hotels for a new generation that is used to working, staying and playing how and where they want. Our Innovation Lab is helping us to create solutions that elevate, innovate and evolve our guest experience." (Intravelreport 9/17/2014)

Marriott International was named to the Forbes World's Most Innovative Companies List, the highest hotel company and #18 overall. "We are honored to be among the world's most innovative companies," said Stephanie Linnartz. (Pettinga Financial Advisors 9/9/2014)





Senior EVP and CMO

Linnartz has served as EVP, CMO, and CCO at Marriott International since 2013. She is responsible for Marriott's Brand Management, Marketing, eCommerce, Sales, Reservations, Revenue Management, Consumer Insights and Information Technology Functions. Previously, she was the Global Officer of Sales and Revenue Management, SVP Global Sales, and SVP, Sales and Marketing Planning and Support from 2005 to 2008. She holds an MBA from the College of William and Mary.

17 Andrew NNCELLA American Airlines

Most Influential Opinions

American Airlines CMO Andrew Nocella emphasized the importance of this new route, "The addition of Beijing...Shanghai and Hong Kong elevate Dallas/Fort Worth to one of the primary connecting hubs between Asia [and] the U.S., Mexico, Central and South America." (Motley Fool 10/1/2014)

The new management team, isn't worried about competition from Love Field. "We have a lot of confidence in what we're doing with our business plan, our products and our hubs," said Andrew Nocella, CMO. American has bigger issues, including integrating the two airlines and expanding its international network. (Dallas Morning News 10/4/2014)

American Airlines



SVP and **CMO**

Nocella has been the SVP and CMO of American Airlines since 2013. He assumed the role after US Airways merged with American Airlines. He joined US Airways in April 2002 as Vice President of Scheduling and Planning. He had previously held a similar role at America West Airlines and, before that, worked at Continental Airlines in the route planning area.

#18 Barb RECHTERMAN GoDaddy

Most Influential Opinions

GoDaddy CMO Barb Rechterman added: "We want to maintain our sense of humor while focusing on how GoDaddy's services empower customers ... and do it in creative ways that speak to the 'go getter' inside of so many entrepreneurs and small business owners out there looking for an edge." (Adweek 9/15/2014)

CMO Barb Rechterman said 60% of small businesses are owned by women. "It's an honest look at what small business owners go through each and every day," said GoDaddy Ms. Rechterman. (Advertising Age 9/15/2014)



Senior EVP and CMO

Rechterman is the CMO and Senior Executive VP at GoDaddy. Previously, she served as VP of Application Development for Parsons Technology and as President during the company's acquisition by Intuit. Rechterman is a CPA and holds a B.A. in Accounting from the University of Dubuque.

#19 Blair Cisco Systems

Most Influential Opinions

Cisco will take advantage of its video collaboration solutions to bring together NBA players and sports media in Rio and Sao Paolo to promote NBA Global Games Rio 2014. "Today's partnership reflects our mutual commitment to bringing innovation to the NBA and the game of basketball through the Internet of Everything," said Blair Christie. (Cisco 9/15/2014)

Cisco CMO Blair Christie spoke at Ad Age's CMO Strategy Summit about these changes and offered some thoughts on the new relationship between marketing and sales. The two departments, she said, can be more complimentary than ever before. (Advertising Age 9/19/2014)

cisco.



CMO

Christie is the SVP, CMO of Cisco. She joined Cisco in 1999 as part of Cisco's Investor Relations team. From 2000 through 2003, she held a number of managerial positions within Cisco's Investor Relations function. In 2004, she was promoted to VP, Investor Relations. In June 2006, Christie was appointed as VP, Global Corporate Communications and in January 2008 she was promoted to SVP, Global Corporate Communications.

#20 Anne Bank of America

Most Influential Opinions

"We're watching closely and remain hopeful that the league will devote its energy to promoting the safety of women and children and helping to put an end to domestic violence," said Anne Finucane. The NFL is "an iconic American entity that has the power to impact awareness on vitally important topics." (Bloomberg Businessweek 9/17/2014)

The bank announced a \$10 million investment towards the first AIDS-free generation in over 30 years. "Public and private partnerships are essential to solving our most significant challenges, particularly when it comes to global health," said Anne Finucane. (Bank of America Newsroom10/10/2014)





Global Chief Strategy and Marketing Officer

Finucane has been the the Global Chief Strategy and Marketing Officer at Bank of America since 2009. She oversees public policy, government affairs, consumer policy and corporate social responsibility, leading engagement and position on global and domestic policies, legislation, and other public affairs affecting Bank of America globally. She also leads the Company's marketing, research, advertising and communications organization.

#21 RUSSELL WAGER Mazda

Most Influential Opinions

Fans can tune-in on Mazda's YouTube channel starting on September 3 to watch the live reveal of the MX-5, as well as highlights of Duran Duran's performance. "Duran Duran and the MX-5 Miata both made their world debuts in the 1980s and captured the hearts and imagination of an entire generation," said Russell Wager. "In 25 years, both the car and the band have evolved while staying true to their roots." (Autospies 9/1/2014)

"From the research we've seen, people think our cars are a lot more stylish than some of our competitors, so this was a perfect match in bringing [music and fashion] together," said Russell Wager, Mazda's VP of marketing. (Adweek 9/19/2014)





VP: Marketing

Wager has been the VP of Marketing for Mazda North American Operations since 2012. Wager is responsible for all US marketing communications. He joined Mazda after leaving TBWA/Hakuhodo International in Tokyo. Prior to that, he was at DDB Advertising as SVP and Managing Director in the agency's Beijing office. He has led major automotive accounts at a number of the world's top advertising and marketing agencies including TBWA\Chiat \Day, David&Goliath, and Doner Advertising.

#22 Jim RERRA Carnival

Most Influential Opinions

Since creating the guarantee last September, Carnival has carried more than 4.5 million passengers. "You are statistically more likely to date a supermodel than you are to invoke the Great Vacation Guarantee," said Jim Berra. More often than not, the guarantee has been cited when there's been a home or work crisis unrelated to the cruise, Berra said. (USA Today 9/15/2014)

"We're excited to have Guy along for the ride and part of our pregame activities at the Cowboys game on October 19," said Jim Berra. Fieri came onboard with Carnival Cruise Lines in 2011 to create the best burgers at sea in poolside eateries on select Carnival Ships. (Carnival Cruise Lines News 10/7/2014)





CMO

Berra is the CMO of Carnival Cruise Lines. Most recently, he served as SVP, Customer Marketing at Starwood, where he helped create and lead Starwood's award-winning customer loyalty program. Prior, he worked for Hyatt Hotels as Manager of National Advertising. He garnered numerous accolades for his work, including being named to the Top 25 Marketers in Travel by HSMAI, winning the 2002 Industry Impact Award from InsideFlyer Magazine, and being named to BrandWeek's 2002 list of Next Generation Marketers.

#23 Seremy BURTON EMC

Most Influential Opinions

Burton, President of Products and Marketing said, "We were able to attract great talent to VMware." He added, "VMware is like Switzerland — it is neutral among different hardware vendors which means that a VMware customer can buy hardware from many vendors." (TelecomTV 9/22/2014)

Jeremy Burton, President, Products and Marketing, EMC, said EMC's portfolio is designed to handle major enterprise apps across a variety of environments. "And flash is a very powerful tool that allows EMC to help customers manage these critical challenges," Burton added. (The Nation 10/13/2014)



CMO

Burton is the President of Products and Marketing at EMC. Burton joined EMC from Serena Software, where he was President and CEO. Previously, he has worked as Group President of Symantec's Security and Data Management Business Unit. Prior to that, he served as Executive Vice President of the Data Management Group at Veritas. He also served as Chief Marketing Officer at Veritas. Earlier in his career, he spent nearly a decade at Oracle, culminating in the role of Senior Vice President of Product and Services Marketing.

#24 Alan GERSHENHORN UPS

Most Influential Opinions

"UPS continues to look ahead to the expanding worldwide demands in the ever-growing global e-commerce market," said Alan Gershenhorn. "According to a Pay-Pal study, cross-border e-commerce will reach \$105 billion this year and by 2018 will exceed \$300 billion with 130 million cross-border online shoppers. (GlobeNewswire 10/7/2014)

"The consumer exceeded I think everybody's expectations in terms of what happened with e-commerce so we're certainly much much better prepared for that; we're honed in on that," said Alan Gershenhorn, Chief Commercial Officer at UPS. (Yahoo! Finance 10/3/2014)





Chief Sales and Marketing Officer

Gershenhorn is the Executive Vice President and Chief Commercial Officer UPS. Gershenhorn directs global sales, customer relationship management, segment marketing, product development, ecommerce, revenue management, marketing research and corporate strategy. Prior to UPS, he served as president of UPS International where he was responsible for UPS international package, freight forwarding, customs brokerage and logistics.

#25 Tony PACE Subway

Most Influential Opinions

SUBWAY and Diet Coke are collaborating to give fans the once-in-a-lifetime chance to meet Grammy winner Taylor Swift, whose new album, 1989, is available on October 27th. "We know many SUBWAY guests and Diet Coke drinkers are passionate Taylor Swift fans too," said Tony Pace, CMO for SUBWAY. (Red Orbit 9/27/2014)

Subway is introducing new creative from Boston based agency MMB, that focuses on its vegetables and will run in conjunction with the bread ads, Tony Pace tells Marketing Daily. "In a very crowded and competitive marketplace, you need to do everything you can to stand out," sums up Pace. (MediaPost.com 8/4/2014)





SVP and Global CMO

Pace is the SVP and CMO of the Subway Franchisee Advertising Fund Trust. Prior to joining SUBWAY®, Tony had a long and distinguished career with Young & Rubicam and McCann Erickson where he stewarded major national brands such as Coca-Cola, Kentucky Fried Chicken, Capital One and Burger King. He also had management and P/L responsibility for McCann Southwest and Momentum.

#26Keith WEED Unilever

Most Influential Opinions

Keith Weed, the CMO and global head of sustainability at Unilever, says it is important to create a global movement of change. "The fact companies involved are not natural bedfellows shows we are on the edge of something. There is a momentum among individuals, governments and companies that this is an agenda to address. We are coming together collectively to inspire a generation to think differently." (The Guardian 10/6/2014)

"The cost of inaction is more than the cost of action," said Unilever CMO Keith Weed, and catalyst for the company's Sustainable Living Plan with a vision to source all agricultural raw materials sustainably by 2020. (GreenBiz 9/24/2014)





Chief Marketing and Communications Officer

Weed is the CMO and Chief Communication Officer for Unilever. He is responsible for the marketing and communication functions, a role that also includes leading Unilever's sustainability work, its drinking water business (Pureit) and the Unilever brand. Prior to this he was Executive Vice President for Global Home Care & Hygiene. Previously Weed was Chairman of Lever Fabergé and Chairman of Unilever Export.

#27 Dorothy nowling Best Western

Most Influential Opinions

"With a greater number of people turning their travel dreams into a reality, we're rewarding those who are on the road now with something to provide substantial savings for their vacation this summer," said Dorothy Dowling, SVP of Marketing and Sales. (Discounted Hotel Rooms 9/28/2014)

Best Western Rewards members also enjoy the benefit of those points never expiring. "We continue to invest in Best Western Rewards in order to reward our most loyal customers, and we're honored us that the program was named an industry leading loyalty program for a second straight year by U.S. News & World Report," said Dorothy Dowling. (Best Western 9/13/2014)





SVP: Marketing, Sales, and Sponsorships

Dowling is the SVP of Marketing and Sales for Best Western. Since joining Best Western in 2004, she has re-branded the company's loyalty program, increased market share, and launched several mobile initiatives. She is a 20 year hotel veteran and has held executive positions with ARAMARK's parks, resorts and conventions divisions. She began her hospitality career in Canada after earning an MA in sociology and leisure studies from the University of Waterloo.

#2001a KALLENIIIS Mercedes-Benz

Most Influential Opinions

"In the medium term 5-7 years we see the Indian market perhaps touching 5 million units and there is a chance for premium markets to grow over proportionally. So doubling or tripling volumes in the foreseeable future should be possible in India," Ola Kallenius said on the sidelines of Paris Motor Show. He said the company had a record year in 2013 and was looking forward to a record year in 2014. (Jagran Post 10/2/2014)

AMG has now entered series production of the bespoke GT coupe, which will be a permanent part of the range rather than a limited edition. Kallenius says there are more expansion models coming, put at 30 models in 2017. (Car Point 10/7/2014)





EVP: Sales and Marketing

Kallenius is the EVP of Sales and Marketing at Mercedes-Benz. He began his career with the International Management Associate Program in 1993, at what was then Daimler-Benz, and is still with the company today. Prior to his current position, he served as Chairman of Mercedes-AMG, and previously served as plant manager at the Mercedes factory in Tuscaloosa, AL. Prior, he led Mercedes-Benz High Performance Engines in Brixworth, UK.

#29 Dana ANNERSON Mondelez

Most Influential Opinions

Mondelez International, the global snacking powerhouse whose portfolio includes nine iconic brands that each generates more than \$1 billion in revenues, today named Dana Anderson as Senior Vice President and Chief Marketing Officer. (Yahoo! Finance 9/25/2014)

At major advertisers like Mondelez, the agency-of-record model is waning, replaced by multi-agency teams that work on specific brands for specific projects. As Dana Anderson, CMO at Mondelez, said in an op-ed in the Wall Street Journal. (Digiday 10/13/2014)





SVP: Marketing, Strategy, and Communications

Anderson is the SVP and CMO of Mondelez International. Previously, she was the SVP of Marketing at Kraft Foods. She started her career at Young & Rubicam and then moved to J. Walter Thompson. Anderson was President and CEO of Foote, Cone & Belding, Chicago, until leaving there to join DDB as President and CEO in 2004. The Advertising Club of New York plans to honor Anderson as its "2014 Advertising Person of the Year." In 2012, she was identified as one of the "100 Most Influential Women in Advertising" by Ad Age.

#30Ariel KELMAN Amazon

Most Influential Opinions

AWS opened the loft for one month in June, but later closed it to build it out. Ariel Kelman, vice president of worldwide marketing for AWS, said the space was very well attended during that temporary opening. "During that month, thousands of people visited the AWS Loft for hundreds of hours of appointments, sessions, training, and hands-on labs to gain a deeper understanding of AWS," he said. (Innovation4Industry 9/18/2014)

Both customers and non-customers can test and purchase its cloud computing solutions right on-site. Ariel Kelman, of Amazon Web Services, told Bloomberg the store will serve as a model for additional physical shops in the coming years. (Sazbean 9/23/2014)





VP, Worldwide Marketing

Kelman is the VP Worldwide Marketing for Amazon Web Services. Previous career positions have included Vice President of Platform Product Marketing at Salesforce.com. He was also a co-founder of Ventaso, a customer message management solutions platform, where he raised \$65 million in venture capital funds.

#31 Michael 7111NA Aflac

Most Influential Opinions

"Heights" is Aflac's first commercial designed from the ground up with the Hispanic audience in mind. "We continue to see an upward trend in the number of policyholders and interest in supplemental benefits from the Hispanic market," said Michael Zuna at Aflac. "Aflac understands the Hispanic audience". (Barchart 10/6/2014)

Many Americans look forward to football season all year long, said Michael Zuna. "To reach this captive audience, our new commercial offers an entertaining look at how the Aflac Duck may not be a playmaker on the field, but he's a 'paymaker' when it comes to paying claims fast." (MediaPost 9/2/2014)





EVP and CMO

Zuna is the EVP and CMO at Aflac. He joined Aflac in 2009 as Vice President of Marketing and was promoted to Executive Vice President and Chief Marketing Officer in 2012. Prior to joining Aflac, he was Managing Director at Saatchi & Saatchi New York, the largest agency in the firm's 140-office network and part of Publicis Groupe. Earlier in his career, he held leadership roles at Arnold Worldwide and Ogilvy & Mather.

#32HAS Avis Budget

Most Influential Opinions

"Expanding our social media presence to locations across North America provides customers with another convenient way to engage with our brands," said Jeannine Haas, CMO at Avis Budget Group. "This heightened level of engagement allows us to obtain real-time feedback and insights on our products and services while driving greater loyalty and share of wallet." (Travel Pulse 7/15/2014)

"Travelers are using their mobile devices to access Budget.com and make reservations more than ever before. In fact, reservations via mobile devices have increased by 110 percent over last year," said CMO Jeannine Haas. (Power Tour 9/9/2014)

avis budget group



CMO

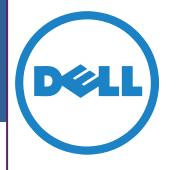
Haas has been the CMO of Avis Budget Group since 2011. Haas has over two decades of prior marketing experience, having held numerous positions of increasing responsibility at both Ford Motor Company and American Express. She began her career at Ford in 1990, where she stayed for 9 years, before leaving for American Express. At American Express, she held a number of leadership roles in marketing, rising to VP by 2011, when she was recruited by Avis to become their CMO.

#330UNTOS Dell

Most Influential Opinions

"Dell was built on listening to customers, and we are glad to see our partners share in this commitment," said Quintos. "With the explosion of social media, we have an even greater opportunity to connect with customers and personalize their journey with us." (Good Day Sacramento 10/9/2014)

"Marketing today is about a balance of establishing an emotional connection and relationship with customers but also using technology and data to best meet their needs and deliver business results," says Karen Quintos. (Direct2Dell 10/10/2014)





CMO

Quintos has been the CMO of Dell since 2010, responsible for brand building, strategy, global communications, social media, corporate responsibility, marketing talent, agency management, and all line marketing across the globe - driving demand and enabling sales teams. She began her career at giant pharma Merck & Co. for a 12-year run in which she held various positions in marketing, planning, operations and supply chain. She then joined Citigroup Inc., where she rose to VP, Global Operations and Technology before joining Dell in 2000.

#34Ken CHAPLIN TransUnion

Most Influential Opinions

Often, people in their 20s and early 30s recovering from credit problems can trace them back to their college days, says Ken Chaplin. "The decisions they made when they were 18 and 19 impacted them and their ability to obtain credit," he says. Students should avoid blunders that could leave scars on their credit reports, he says. (Washington Post 8/31/2014)

Most landlords do not share with the data collectors, says Ken Chaplin. Cable, internet, utility and cell providers also typically do not, he says. Even if your landlord or service firm is one of the few that does report, the payments may not be included in the most commonly used FICO credit score. (Time 10/22/2014)





SVP, CMO

Ken Chaplin is Senior Vice President and Chief Marketing Officer of TransUnion. Prior to that, he was the CMO of Experian. Chaplin has over 20 years of marketing experience including working with Walt Disney for more than 15 years and then spending close to 4 years at Crocs before joining Experian.

#35Khaled Etisalat

Most Influential Opinions

CMO Khaled Elkhouly, said: "Among the growing number of tablet users in the UAE, there is a surge in children using tablets for both educational and entertainment purposes...Our new tablet data bundle packs are designed to cater to the data needs of children and adults alike". (Trade Arabia 9/20/2014)

"We know that our customers in the UAE can't wait to get their hands on iPhone 6 and iPhone 6 Plus, which set the standard for innovation and style," said Etisalat CMO Khaled ElKhouly. "At Etisalat, we are equally excited to offer our customers smartphone plans designed to give them the ultimate experience on iPhone and at a great value." (4 Traders 9/25/2014)





CMO

Elkhouly is the CMO at Etisalat, the brand name for Emirates Telecommunications Corporation, a mobile network operator with more than 150 milllion customers. He has been with the company since 2008, after leading various marketing functions at Vodafone. Recently, he has overseen the launch of Etisalat Rewards, which allows members to earn points using co-branded bank cards, to spend on Etisalat services.

#36Lorraine Google

Most Influential Opinions

"It [targeted online ads] can be a blunt instrument. Some of my most favorite brands, I see them kind of stalking me now," Twohill said during a panel on emerging marketing technologies at Fortune's Brainstorm TECH dinner. (Fortune 10/1/2014)

Programmatic is the buzzword right now, but at least publishers have moved away from the view that it was a vehicle for clearing sub-par inventory on the cheap, said Google's Lorraine Twohill. She said she would like to see Google's programmatic spending grow to 60% from 14%. Programmatic is just the automation of a manual process ... smarter publishers get that and we're getting premium inventory."(The Economist Group – Lean Back 10/3/2014)





VP, Global Marketing

Twohill has served as VP of Global Marketing at Google since May 2009. She joined Google in 2003 and has served as Head of Marketing in Europe, Middle East and Africa and VP of Marketing for EMEA. She has been a Director at Williams-Sonoma Inc. since 2012 and Director at Telegraph Media Group since 2009. She was named Adweek's Grand Brand Genius for her efforts in shaping Google's Marketing efforts. She holds a Joint Honors Degree in International Marketing and Languages from Dublin City University.

#37 Mark HIIG Prudential

Most Influential Opinions

The programming [The Root Live: Bring it to the Table] allows Prudential to deliver important information through a network of experts on financial, career and personal challenges to a diverse audience," said Mark Hug, EVP Prudential. (Nasdaq 10/8/2014)

The announcement marks the launch of an initiative to educate and empower people to create a healthy financial future through valuable advice and engagement with Prudential financial professionals. "We're delighted to work with the dfree team because we share a commitment to help Americans better strengthen their personal finances," said Mark Hug. (Citybizlist 9/25/2014)





CMO

Hug has been an EVP of Product and Marketing at Prudential Financial since 2013, and has served as VP and CMO of the Individual Life Insurance Division of Prudential, since 2004. He was VP of Allmerica Financial Corp. since 2001 and as President and CEO of AFLIAC since December 2001, and of FAFLIC since October 2002. He is a Fellow of the Society of Actuaries and a Member of the American Academy of Actuaries. Mr. Hug is a graduate of the University of Notre Dame.

#30ROE/ Nissan

Most Influential Opinions

Nissan has a long tradition of developing life-saving automotive technologies and this new agreement reaffirms its commitment to road safety. "We are pleased to work with the FIA and its global network to promote safer driving on roads around the world," said Roel de Vries, Nissan corporate VP for Marketing and Brand Strategy. (Automotive World 10/3/2014)

The Nissan LEAF, the world's best-selling 100% electric vehicle and made the company the global leader in Zero Emissions mobility. "Brand power is a key indicator of the health of the Nissan business and a major driver of the company's growth," said Roel de Vries. (Web Newswire 10/9/2014)





VP, Global Head of Marketing Communication, Brand Strategy

De Vries is the top marketer at Nissan and his recent projects include the establishment of the integrated "Nissan United" agency network, the global "What_If" advertising campaign and leading Nissan's global sponsorship of the UEFA's Champion's League. Hi is now in his 19th year at the car manufacturer and first started out in the European head-office in Amsterdam, where he held various positions in Marketing and Sales. Since 2008, he has been based at Nissan's Global Headquarters in Japan

#30 Mike Hershey Company

Most Influential Opinions

While rooted in a rich heritage, the new corporate brand reflects a modern, approachable look and the company's openness and transparency as it has grown into a global company. "Today we are much more than the 'Great American Chocolate Bar,'" says Mike Wege, CMO. (Consumer Good Technology 9/3/2014)

Hershey was honored at the Concordia Summit with the prestigious P3 Impact award for its CocoaLink mobile phone program in Ghana. "The CocoaLink program's success of improving the lives of small-holder cocoa farmers, their families and communities is directly attributable to the power of its public-private partnership," said Mike Wege. (Yahoo! Finance 9/29/2014)





Chief Growth and Marketing Officer

Mr. D. Michael Wege is Senior Vice President, Chief Growth and Marketing Officer of Hershey Co. Prior to his current position, he was Senior Vice President, Chocolate Strategic Business Unit until December 2010, Vice President, U.S. Chocolate until April 2008, Vice President, Portfolio Brands and Marketing Excellence until July 2007.

#40 Brian SMITH Lexus

Most Influential Opinions

Lexus Marketing Chief Brian Smith calls the RC F a halo car. As the sole bearer of Lexus's F designation (for Fuji, as in Speedway), it will set the brand's performance tone, build its enthusiast cred and help drive sales of the profitable F-Sport option on other cars in the line, including the standard RC 350. (Auto Week 9/5/2014)

According to Wards Auto, Model S sales may have come at the expense of the Lexus LS. "Many of the buyers in that segment want what's new" – the Tesla – "and they're trying it," Brian Smith, Lexus's vice president of marketing, told the publication, [but] "They'll probably come back." (Hollywood Reporter 7/31/2014)





VP: Marketing

Smith is the VP of Lexus Marketing for the luxury division of Toyota, U.S.A. He is responsible for all Lexus marketing activities, including advertising, auto shows, incentives, and communications strategy. Since joining Toyota in 1982, Smith has held many positions, including VP of Lexus sales and dealer development. Prior to that, he served as Truck and SUV Corporate Marketing Manager. He also held management positions at the Toyota Denver, Los Angeles, and Cincinnati Regions. He holds a BA in psychology from USC in Los Angeles.

1 David CHRISTOPHER AT&T





CMO

Most Influential Opinions

"With these new double data plans, and smartphones for \$0 down with AT&T Next, there's never been a more affordable time to be with AT&T", the company's Mobility Chief Marketing Officer David Christopher said in a statement. (TechSpot 9/29/2014)

"We're now making our simple and flexible plans a greater value by doubling the data for the same price," said David Christopher, Chief Marketing Officer, AT&T Mobility. (iClarified 9/29/2014) Christopher is the CMO at AT&T, and responsible for overall product direction, planning and marketing, youth and diversity marketing, research and development, customer lifecycle management, national advertising, strategic sponsorships, promotions, and pricing. Christopher enjoyed a rapid ascent in the wireless industry, after completing his MBA at Northwestern. Prior to his current position, he lead product marketing at Palm and AT&T Wireless before being promoted to AT&T's CMO for Wireless in 2007.

#42 Loren Audi

Most Influential Opinions

Audi, Chevrolet and Lincoln officials said bigger marketing outlays are planned for next year. Audi's 2015 marketing spend will grow by about 10% compared to 2014 levels, said Loren Angelo, director of marketing at Audi of America. (Advertising Age 9/25/2014)

Automotive technology will increasingly become an important part of the auto marketing mix as younger, tech-savvy car buyers grow in numbers. Mr. Angelo says that Audi is already making a major effort to market its advanced powertrain offerings, including campaigns for diesel powertrains. Autonomous vehicles will also be a factor to consider in the coming years, with VW's Mr. Shahani saying self-driving cars will be here "before you know"





General Manager, Brand Marketing

Loren Angelo is Director of Marketing for Audi of America, responsible for strengthening the image of the brand in the United States, leading all marketing efforts for Audi of America. Angelo joined Audi of America in 2008 as the Communications and Advertising Manager after a seven-year stint with Merkley + Partners New York, the advertising agency of record for Mercedes-Benz USA, and assumed his broader duties as GM of Brand Marketing in 2010.

it." (Advertising Age 9/25/2014)
CMO INFLUENCE STUDY
2014

#43 Deanie Kraft Foods

Most Influential Opinions

Kraft didn't have any recipes on hand, so it quickly developed one with four different Kraft ingredients and shared it through owned media channels. "Data, going forward, becomes the new currency," said Deanie Elsner, exec VP-CMO at Kraft Foods. Target your messages to audience, not a specific medium. (Advertising Age 9/24/2014)

For one campaign, that meant digital video, social media and a microsite. It's part of Kraft's broader approach to "agile marketing," Deanie Elsner, exec VP-CMO at Kraft Foods, told a room full of marketers at the Ad Age CMO Strategy Summit in San Francisco Wednesday. (Advertising Age 9/24/2014)





CMO

Elsner has been the EVP and CMO of Kraft Foods since February 2013. She served as EVP and President of Beverages from 2012 to 2013. Prior to that, she served as Mondelez President of Beverages since 2010. She previously served as VP and President of Coffee, Kraft Foods Europe from 2007 to 2010, and as VP, Marketing Resources, Kraft Foods Europe from 2005 to 2007. Ms. Elsner joined Mondelez International in 1992.

#44AROY RENIN Mars

Most Influential Opinions

"A SNICKERS Bar packed with this much peanuts and caramel is sure to be a fan favorite – which is why we let them have the final say in how to name it," said Roy Benin, Mars Chocolate North America. "We were confident fans would choose a name that's as satisfying as the bar itself, and they did." (Wall Street Select 8/7/2014)

"Johnny Manziel is literally synonymous with the sport of football, so fans everywhere should get a kick out of how hunger makes him take on a totally new persona," said Roy Benin. "We think this is a hilarious way to reinforce our role as an official NFL sponsor and showcase how SNICKERS satisfies hunger." (Financial Content 8/28/2014)



Chief Consumer Officer

Benin is the Chief Consumer Officer at Mars Chocolate, overseeing iconic brands that include M&M's, Snickers, and Twix. He has been at the company since 2000, after stints at Second Cup and Campbell's Soup. He attended the Ivey Business School at Western University.

#45Ann MIKHERIEE Frito-Lay

Most Influential Opinions

For the 2015 contest, the winner is being promised a "dream job" at Universal Pictures. "You're talking about people who were looking for that opportunity to create the next big things in their lives, and Doritos gave them that opportunity," said Ann Mukherjee, senior VP-CMO for Frito Lay North America. (Advertising Age 9/30/2014)

2 spots will air during the Super Bowl broadcast: one selected by fan votes and the other by the Doritos brand. "For nearly a decade, we've turned over our Super Bowl air time to our fans, and every year, our fans have brought an unprecedented level of talent and creativity to the contest," said Ann Mukherjee. (Review Seeker 9/4/2014)





SVP and CMO

Ms. Anindita Mukherjee, known as Ann, is the CMO and SVP at Frito-Lay North America, Inc. and Frito-Lay, Inc. Ms. Mukherjee joined Plano-based Frito-Lay North America in 2005 as VP of Marketing. She has extensive experience in consumer marketing, having worked on programs for chip-brands Doritos and Cheetos. She is a graduate of the University of Chicago with a BA in economics and an MBA in finance.

#45 Ally Financial

Most Influential Opinions

"Social media represents a new way of communicating with car buyers and a new way of doing business," said Andrea Riley, CMO at Ally. Ally has been a leading provider of auto financing for more than 90 years and has more than 16,000 dealer relationships and 4 million retail auto accounts. (Red Orbit 10/10/2014)

"Consumers can explore additional information on these financing options, or take what they've learned and head into the dealership equipped with knowledge on the different choices available. Well informed consumers do their research and come armed with a game plan when looking to finance a vehicle," said Andrea Riley. (National New Car Prices 9/22/2014)

ally



Chief Marketing Officer

Riley is the Chief Marketing Officer for Dealer Financial Services at Ally Auto. She joined the company in February 2008, after 19 years at Campbell-Ewald Advertising. At Ally, she oversees the development and deployment of integrated marketing programs targeted primarily to dealers. She was inducted into the Advertising Hall of Achievement in 2006.

4.7 Ann GIONER Voya Financial

Most Influential Opinions

With the mechanics of the initial operational phase rebranding largely completed, it's onward and upward for Voya. Glover says the company's biggest task next is to introduce Voya to consumers and begin to make the connection between ING and Voya to the public. "Our vision is to earn the right to call ourselves America's company," Glover says. (WealthManagement.com 9/2/2014)

During the company's quarterly earnings call, Voya announced it would allocate an additional \$100 million to re-brand the company through an advertising campaign. "So you're going to be seeing a lot of Voya out there," Glover says. (WealthManagement.com 9/2/2014)





CMO

Glover serves as CMO for Voya Financial, overseeing all corporate strategic marketing activities since 2008. She led the company's rebranding effort transitioning from ING. She joined after 7 years with The Hartford Financial Services Group, as SVP of corporate relations and CMO. She also spent 13 years in key marketing leadership roles at Pepsi-Cola, managing a number of brands, including Mountain Dew and Aquafina.

A BHRSCH Time Warner Cable

Most Influential Opinions

"Time Warner Cable's goal is to create opportunities and new experiences for our customers to enjoy what they love," says Jeffrey Hirsch, EVP/CMO. "With all the action and excitement at the US Open, we wanted to be able to offer our fans the best access to WiFi from almost every key public area at the Open." (Event Marketer Online 10/2/2014)

The new WiFi offering is an extension of TWC's existing partnership with USTA. "We are excited to expand our sponsorship of the US Open and really elevate the experience for our customers and all tennis fans attending the Open this year," said Jeffrey A. Hirsch of Time Warner Cable. (4 Traders 8/28/2014)





EVP and CMO

Hirsch has been the EVP and CMO at Time Warner Cable since 2011. Hirsch has been at the company since 1999, and has held several senior executive positions prior to his promotion to CMO. He oversaw the launch of the popular iPad app, and also held top leadership positions in the NY and LA divisions, overseeing sales, marketing, customer care and technical operations. Before joining Time Warner Cable, Hirsch worked at NYNEX Corporation, and at ad agency McCann-Erickson, where he developed advertising programs.

#49 Andy ENGLAND Miller Coors

Most Influential Opinions

Mr. England declined to reveal what he wants in next year's advertising. But he said, "I think the Original [retro] can and our learnings about why that has resonated so well have clearly informed our strategy." The Lite review comes as the brewer also confronts declining sales trends on its largest brand, Coors Light. (Advertising Age 8/11/2014)

Mr. England said there are no plans to change agencies on the brand, which will debut new ads this fall. "We think we understand what ails Coors, and we have a tight understanding with the team at Calvary and they are working hard to address the challenges," Mr. England said. (Advertising Age 8/11/2014)



EVP and CMO

England has served as the CMO at Coors since 2006, where he and his team have led the development of a range of successful initiatives including Coor's Rocky Mountain Fresh, Coors' coldactivated bottles and the company's vented wide mouth cans. After completing his B.Sc. in engineering from the University of Durham, he spent 12 years in marketing with Cadbury Schweppes, leaving in 1997 to serve as VP of Marketing at OpenTable.com. In 2002 England joined Hershey Foods, rising to VP of International Marketing before leaving for Coors.

#50 Johan RIISE Sing Tel

Most Influential Opinions

Existing subscribers to the 100MB service are set to have a free upgrade to a 200MB plan. More than 250,000 SingTel customers travel to Malaysia monthly, noted Johan Buse, SingTel's VP of Consumer Marketing. SingTel is partnering with Malaysian network Maxis to offer the rate. (Today Online 10/3/2014)

SingTel says its Wi-Fi speeds will be 4-10 Mbps, which is faster than the 2Mbps speeds offered by the Wireless@SG Wi-Fi service. The expectation, says Johan Buse, is for consumers to switch over and ease up congestion of its 4G networks. "In some locations that no matter how much gear we plug in, we max out at certain times," explains Mr Buse. (Straights Times 8/12/2014)





VP: Consumer Marketing

Buse has been SingTel's VP Consumer Marketing since 2012, responsible for developing and implementing consumer marketing strategies, brand management, and device strategies. With 20 years of experience, he was the COO for Croatian Telecom, responsible for the marketing, sales and customer services for fixed and mobile services. Prior to that, he was based in Indonesia working as the CMO for Axis, a start-up Saudi Telecom Company, and previously worked with T-Mobile for 8 years. He started his marketing career at BP in Belgium.

2014 CMO Influence Study **Methodology**

Influence is the capacity to have an effect on the behavior of someone else. That's a powerful capability, particularly in a world where media is ubiquitous and nearly everyone has the capacity to repeat or amplify an idea. Appinions measures influence as it is demonstrated in public news, articles, discussions, and social media. We apply patented natural language processing algorithms to first extract opinions that have been publicly shared, then determine who held that opinion, and finally to calculate an influence score based on the reaction each opinion elicits.

WHAT IS AN INFLUENCER?

An influencer is a person that expresses contextually relevant opinions on a specific topic, which elicit meaningful reactions from others. The kinds of reactions we measure include quotes, references, comments, and retweets. Someone can share opinions frequently, and have those opinions reach large audiences, and yet not be considered influential if their opinions on a specific topic fail to generate meaningful reactions. We measure only the ability to garner meaningful reactions.

HOW ARE INFLUENCE SCORES CALCULATED?

Appinions reviews full-text from online, offline, and social sources, and calculates individual influence scores for each person or company who shared an opinion on a specific topic which generated a meaningful reaction. Scores are calculated independently for each topic, based on a specific topic definition that includes keywords, key phrases, and negative keywords. It's also important to note that all scores exist on a single scale, so you can compare the relative value of any two scores, even on different topics or from different time frames.

The score considers: 1) Which people or entities reacted to an opinion, weighted by their respective influence on that topic; 2) What is the credibility of the outlet where the reaction was published or consumed; and 3) What volume of reactions were generated based on the opinions attributed to that influencer over the past 60 days.

About Appinions

Appinions is an Attention Analytics platform that enables companies to identify, manage, and analyze the impact themes, influencers, and trends in their marketing environment. Fortune 1000 clients use Appinions to plan, execute, and measure content marketing and other marketing programs.

CUSTOMERS

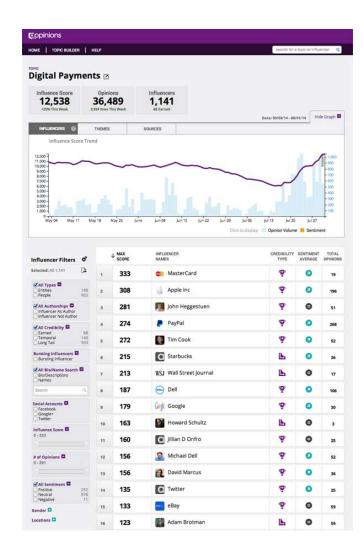
Xerox, Oracle, Philips, Aflac, and Siemens are among the companies that rely on Appinions to keep them aware and engaged.

TECHNOLOGY

The Appinions platform is built on more than a decade of research conducted at Cornell University. Its patented technology extracts and aggregates data from more than 25 million articles every day from newspapers, magazines, blogs, forums, and social networks.

To learn more and schedule a personal conversation:

visit http://www.appinions.com or write us at sales@appinions.com



Industry Influence Reports

These and others available at dj.appinions.com











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