

^{the}internationalist

20 Inspiring
Marketers of the
First
20 Years of

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Introduction

The start of a new decade marks a time to look back briefly as we also look ahead.

Given **The Internationalist**'s mission of celebrating people and ideas, this January 2020 we highlight *20 Inspiring Marketers of the First 20 Years of the 21st Century*.

While these twenty individuals share a rich legacy of accomplishments, they continue to be future-driven. They have shaped industry thinking, evolved standards and essentially reinvented marketing as we now know it. And they continue to shake up the industry as the disruptors and voices calling for change.

Many have served their companies for decades—ignoring statistics that measure the tenure of marketing leaders in intervals of months, rather than years. Perhaps creativity, innovation and success come with longevity. Most are well-known; however, their wealth of achievements may be new to some. Others are perhaps less familiar, but all are inspirational as they reshape our industry today and tomorrow.

This is not a ranking. It is an acknowledgement of those individuals who keep daring, innovating and motivating us all. They define the essence of genuine leadership—particularly as our business experiences great change. While 200 words barely express their accomplishments, we'll expand their stories in our book series on *The Reinvention of Marketing*.

At this major milestone, **The Internationalist** is honored to acknowledge those who created positive change, so they continue to inspire us as we all move forward.

Fernando Machado



Global Chief Marketing Office
Burger King

Fernando Machado's hallmark is an intense passion for brands and advertising. With his keen sense of understanding societal issues and embracing contemporary culture, he manages to create breakthroughs for brands in such a way that people don't feel his messages are advertising. He was named an *Internationalist of the Year* for Dove's *Real Beauty Sketches* campaign, which became one of the most viewed online brand films in history and generated 4.7 billion global media impressions in public relations. Not only did *Real Beauty Sketches* literally clean up at Cannes with 19 Lions, including the Titanium Grand Prix, but it led 170 million people to reassess how they perceive their own beauty. His work at Burger King is the true stuff of legend—witty, unconventional, unexpected and consistently award-winning. A native of Brazil, he just may be the most-awarded marketer on the planet. However, we have a feeling there will be many more accolades to come as he continues to redefine advertising with new and highly relevant approaches to creativity.

...witty, unconventional, unexpected and consistently award-winning

Andrea Brimmer



Chief Marketing and Public Relations
Officer
Ally

Ask **Andrea Brimmer** about her role at Ally, and she'll answer, "The customer is at the core of who we are and everything we do." While she calls her marketing process the "art and science of building a deep emotional connection," she admits to being "laser-focused" on what customers want, as well as building the right relationship between customers and the brand. "As marketers," she emphasizes, "our job is to make people care." She joined Ally, now a top 25 digital financial services company, at the height of the financial crisis when the company faced intense challenges. Under her direction, Ally emerged with a strong reputation as a "different" kind of financial services company, relentlessly focused on solving pain points that traditional institutions set forth. As a digital bank that truly obsesses over its customers, Ally also found a way to thank many of them on a very personal level by creating a new "Banksgiving" holiday during Ally's Giving Back Month. Ally granted wishes big and small— from \$25 gift cards to \$55,000 to help a customer who helps others. Despite its growth, Andrea Brimmer continues to ensure that Ally remains centered around customers and their financial well-being.

"...our job is to make people care."

Marc Pritchard



Chief Brand Officer
Procter & Gamble

While **Marc Pritchard** was named an “Industry Legend” in 2019 by the Advertising Club of New York, he clearly understands the practical realities of leadership as the top brand executive for the world’s largest advertiser and the Chairman of the Board of Directors for ANA, the world’s largest and most significant marketing association. He is fearless about addressing how the marketing industry must improve in a myriad of areas—ranging from digital accountability, transparency, and managing media waste to balancing the need for strong in-house resources, while nurturing and respecting agency talent from a variety of competing shops. Most notably, though, is how he never tires of big picture inspiration, while also taking commensurate action to bring new standards to life for P&G brands. “Marketing is in a state of disruption, and people expect more from brands and companies,” he says. “Brands really have the opportunity and responsibility to step up and do good for society. To do so is also good for business.” He has proven the truth of this message as Marc Pritchard has helped P&G deliver the best topline growth in a decade. And, yes, he’s an inspiration for good and for growth.

“Marketing is in a state of disruption...”

Marisa Thalberg

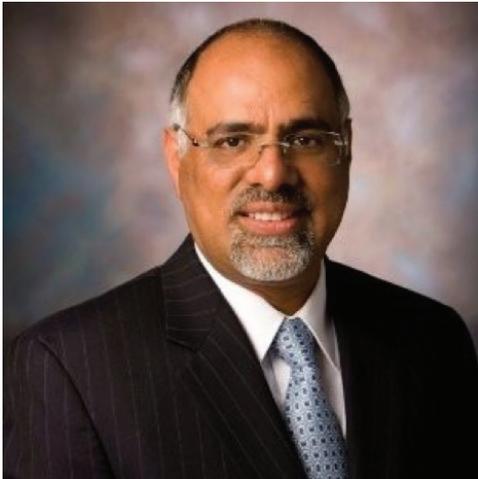


Chief Brand and Marketing Officer
Lowe's

Anyone who has spoken with **Marisa Thalberg** immediately recognizes her passion for branding and the role it plays in contemporary culture. An intelligent woman with a wry sense of humor, she has been named a brand genius, built an organization for executive moms while managing her day job and family, and is clearly someone who can operate on all cylinders. While some in the industry thought her transition from the glamour of beauty marketing as the head of corporate digital and integrated marketing worldwide for The Estée Lauder Companies to the retail whirl of QSR as Chief Marketing Officer of Yum! Brands' Taco Bell was a stretch, she proved them wrong by taking the chain and companion Bell hotel to new heights, akin to cult status. She has now transitioned again to the world of Home Improvement as Chief Brand & Marketing Officer of Lowe's. She demonstrates that anything is possible and believes, "A good marketer takes lessons from everywhere; a great marketer carefully studies successes, then understands how to reinvent them with greater contemporary relevance." Marisa Thalberg never stops being a great marketer.

"...anything is possible..."

Raja Rajamannar



Chief Marketing and Communications Officer
Mastercard

Raja Rajamannar clearly recognizes the complexity of marketing today, but also wants to guarantee its essentiality in the future. He often speaks of “elevating the stature and gravitas of marketing” and believes that marketers must “redefine their roles in an era of technology and data, so that we can be a business driver. We must show that business cannot work without marketing.” Of course, he is well known for evolving Mastercard’s iconic *Priceless* campaign into the realm of experience, while boldly moving to become a “symbol brand” with a logo that simply displays iconic interlocking red and yellow circles. He’s launched a new sonic brand identity platform to ensure that a Mastercard melody continues the brand’s seamless familiarity around the world, while also formulating the “taste” of the company in macaron form. Perhaps most significant was his move 7 years ago to “bake purpose into the core of all we do” through Mastercard’s partnership with *Stand Up to Cancer*. Not only is Mastercard now the single largest corporate contributor to the organization, but Raja Rajamannar has proven that a purpose-driven business will grow faster when “a company incorporates purpose within the business—not outside of it.”

“...purpose within the business—not outside of it.”

Dennis Maloney



Chief Digital Officer
Domino's Pizza

Dennis Maloney is responsible for leading the transformation of Domino's Pizza into a world class digital company through a mindset of constant improvement, particularly in the "under-valued" parts of customer experience. In the last ten years, he has championed a fully integrated virtual voice assistant into the Domino's app, a true Twitter-ordering capability and the use of emojis to trigger an order, an app that places an order upon launch—with no additional clicks required. Other innovations include pizza-delivery drones in New Zealand, augmented reality billboards that accept orders in the UK, a fleet of 150 cars equipped with space for 80 pizzas, a warming station, and a driver, as well as a test with Ford on autonomous vehicles for pizza delivery. According to Dennis Maloney, Domino's is "a brand in progress." By that he means the company is never finished with its digital transformation and is continually experimenting to improve the pizza experience. His diverse background has played a critical role in his thinking—including marketing experience from Procter and Gamble, branding experience from The Coca-Cola Company and a strong technical engineering background from the US Naval Academy where he served as a Navy submarine officer and an instructor of systems engineering.

"...a brand in progress."

Norman de Greve



Chief Marketing Officer
CVS Health

Many are familiar with CVS Health's extraordinary 2014 move to end the sale of tobacco products in all stores. This decision was not due to public pressure, but because company leaders believed that tobacco did not align with CVS Health's brand purpose of helping people on their path to better health. The retailer quickly followed with a national smoking cessation program in which 250,000 people participated, created an app to assist consumers in managing their medications, expanded healthy food options in stores, and provided insights about health-related issues on its website. Yet, **Norman de Greve** has not stopped in his pursuit of making CVS customers feel better. He is concerned by research that affirms how most women feel worse about themselves after seeing a beauty ad featuring digitally altered images of women. He has now initiated a defense against unrealistic beauty standards through its Beauty Mark initiative, and is working closely with every brand in CVS to assess their images in store, online, in social media feeds, and in ad materials by applying a "Beauty Unaltered" watermark to those brands that have not been substantially retouched and a "Digitally Altered" label to those that have. He emphasizes, "The idea that consumers are buying from purpose-driven companies is real."

"The idea that consumers are buying from purpose-driven companies is real."

Paul Rogers



Chief Strategy Officer
AS Roma (Associazione Sportiva Roma)

Italian professional soccer club AS Roma is known for its innovative social media campaigns filled with humor and pop culture references, thanks to **Paul Rogers** who, over two decades, has revolutionized how football clubs communicate online by acknowledging the power of the connected fan. Roma's digital brand marketing is especially memorable when the club announces new player signings. This summer, AS Roma surprised the world when they featured their player announcements alongside missing children videos. Paul Rogers had the idea when hearing the story of rock band Soul Asylum, whose video for their early 1990s hit Runaway Train also featured missing children. He believed Roma's large social media presence empowered the club to take on something meaningful. He highlighted 109 missing child cases in 72 videos across 12 countries. Amazingly, five children featured in the Roma videos were found-- two from Kenya, two girls from London and a boy from Belgium. Paul Rogers tweeted on New Year's Eve, "2019 was a very special year for me professionally and I'm incredibly proud of how we transformed our approach and utilized our platforms at AS Roma for greater good." He added, "We need to ensure that regardless of whether we win, lose or draw on the pitch, we behave and represent the club in a way that makes AS Roma fans around the world proud."

"I'm incredibly proud of how we transformed our approach and utilized our platforms at AS Roma for greater good."

Cheryl Goh



Group VP of Marketing &
Founding CMO
Grab

In 2013, **Cheryl Goh** was part of the founding team at Grab, the Southeast Asia ridesharing company, when it was known as *My Teksi* in Malaysia. Today, Grab Holdings, Inc. is based in Singapore and offers food delivery and digital payment services via its mobile app, in addition to transportation. With operations in Indonesia, the Philippines, Vietnam, Thailand, Myanmar, Cambodia and Japan, as well as Singapore and Malaysia, Grab has become the region's first "decacorn"—a startup with a valuation of over US\$10 billion. Cheryl Goh continues to drive all marketing efforts across the region but has transitioned from being the organization's sole marketer to having a team of 500+ throughout Southeast Asia that also focuses on data, analytics and demand growth. Through her efforts, Grab now has over 36 million users and ambitions to become a "super app." An advocate for the welfare of driver-partners and an activist in allowing disabled individuals to drive, Cheryl Goh and her team have evolved the app to support deaf drivers and introduced a *Grab for Good* campaign that shares true, personal stories of how the app has empowered people in Southeast Asia.

"An advocate for the welfare of driver-partners..."

Brady Brewer



SVP Digital Customer Experience
Starbucks

Brady Brewer's extraordinary global career with Starbucks started almost two decades when he joined the company as a marketing manager. Forget statistics that measure the tenure of marketing leaders in intervals of months, he underscores how creativity, innovation and success come with longevity. He has helped to define the modern Starbucks Experience, elevate the brand and drive rapid sales growth. His roles and geographies demonstrate a process of brand experience that few achieve. He recently served as Chief Operating Officer for Starbucks Japan, one of company's largest markets. His prior assignment was SVP Marketing and Product for Starbucks China and Asia Pacific region, which stretched from Shanghai to Seoul, Mumbai to Melbourne, Tokyo to Thailand and everywhere in between. A true citizen of the world, he is also a certified Starbucks Coffee Master, which has taken him to remote coffee farms of Costa Rica and Sumatra—leaving him with a deep appreciation of Starbucks' sustainable values for the future of coffee farming communities. Today, in his new digital role, he'll continue to ensure that the Starbucks customer experience is as exciting as it is effortless.

"...a deep appreciation of Starbucks' sustainable values for the future of coffee farming communities."

Morten Albæk



CEO and Founder
Voluntas

Morten Albæk is a well-known philosopher and business personality in his native Denmark and increasingly the world, as he manages to be both an idealist and pragmatist who is unabashedly outspoken, often controversial, but always devoted to addressing the value and purpose of marketing and how it ties to his new definition of meaningfulness. Named an *Internationalist of the Year* when he served as CMO of the world's largest renewable energy company, Vestas Wind Systems, he developed *WindMade*, the world's first global consumer label and the first consumer label to be endorsed by the UN identifying products produced with wind energy and launched *Wind for Prosperity*, a campaign for a business model bringing affordable and reliable electricity to rural, energy poor but wind rich populations. He has carried his vision forward to become CEO of Voluntas, the world's first Advisory firm to systematically measure and consult on meaningfulness, and how you create meaningful organizations and brands. He is also the best-selling author of *One Life: How we forgot to live meaningful lives* to debut in the US this spring. His personal energy never lags as he continues to rewrite the rules of business for a world that can aspire to what he aptly terms, "humanistic capitalism."

"...humanistic capitalism."

Aline Santos Farhat



*EVP Global Marketing & Chief Diversity and Inclusion Officer
Unilever*

As Anglo-Dutch giant Unilever turns 90 and celebrates #90YearsOfDoingGood, **Aline Santos** will continue to champion the company's values and clear sense of purpose. A passionate believer in advertising as both an agent of change and a force for good, she is exactly the right person to continue Keith Weed's legacy and bring to life Alan Jope's mission that all brands under the vast Unilever umbrella must be imbued with a strong and relevant purpose. Calling herself a "born activist," she has driven the company's "Unstereotype" Alliance with UN Women and has now launched the Unstereotype Metric, a tool to help advertisers distinguish between progressive and regressive gender portrayals. She believes in putting people front and center in all her work to add real value to their lives. She was part of the "Dove Campaign -Real Beauty" in the 90's and the "Dirt is Good" campaign with OMO in the past 10 years and admits that both helped to shape her career and her thinking. She is also responsible for the Unilever Foundry, a collaborative innovation platform which connects Unilever brands with startups. Aline Santos joined Unilever Brazil in 1989, as a marketing trainee and never turned back!

"...advertising as both an agent of change and a force for good."

Chris Caposella



CMO & EVP, Marketing and Consumer Business
Microsoft

Chris Caposella's interest in technology began as a boy when he wrote a reservation system for his family's small Italian restaurant in Boston using dBase for DOS on an early IBM PC. He went on to study computer science and economics at Harvard, and upon graduation joined Microsoft as a marketing manager. His roles were many: a two-year assignment as Speech Assistant to Bill Gates, a relocation to Paris to lead business operations for Microsoft's EMEA region, a return to Redmond to assume leadership of Microsoft Project and then the Microsoft Office Division. In 2014, CEO Satya Nadella promoted him to CMO to oversee marketing across consumer and commercial audiences for all Microsoft services and products. Yet, one of his biggest contributions may be his role in helping Microsoft transform its business from a "know it all" culture to an aspirational "learn it all" culture. He admits that customers often ask what Microsoft really stands for... and he now recognizes this is an interest in "purpose over product." His answer lies in what young tech enthusiasts tell him when they come to work for Microsoft—many as idealistic as the boy who created a restaurant reservation system for his family. They believe Microsoft stands for a better future—even better than the one the company has already built. And after 29 years, Chris Caposella is reenergized to see that through.

"...Microsoft stands for a better future."

Marcel Marcondes



US Chief Marketing Officer
Anheuser-Busch

Marcel Marcondes leads marketing strategy for a broad portfolio of some of the world's largest beer brands - Budweiser, Bud Light, Michelob ULTRA, Stella Artois—and is responsible for a transformation within the marketing organization. A native of Brazil and a 14-year veteran of ABInBev, he has spent his career at the company connecting its beers to people and culture to drive growth. He remarked at the 2019 ANA Masters of Marketing: "As marketers, we have to evolve big time; we have to understand that consumers are people and understand them in a much deeper way They won't pay attention to us, unless we pay attention to them." For Anheuser-Busch, that tactic is synonymous with the company becoming a "real people first organization," a sweeping change in marketing mindset that humanizes brands through profound understandings of audiences, including their needs and wants, in addition to being in tune with cultural relevance and societal issues. By applying this people-first approach to insights, innovation and consumer connections, he has ensured that Anheuser-Busch has many of the fastest growing brands in the industry. Since 2018, the company has driven more than 50% of all the innovation volume in the beer category.

"...real people first organization..."

Jen Sey



Senior Vice President & Chief Marketing Officer
Levi Strauss & Co.

It's not easy keeping an iconic brand relevant, but Levi's® has managed to balance legacy and innovation with classic American style, and **Jen Sey** has championed these brand values for more than two decades through a variety of leadership positions within the Marketing, Strategy and Ecommerce teams. She continues to ensure that so celebrated a name maintains its cultural impact; after all, the brand is synonymous with rebels, new thinkers and the common man—from devotees like Marlon Brando to Albert Einstein to just about every teenager worldwide. Her initiatives have been many-- from "A Style for Every Story" and a film integration with "The Sisterhood of the Traveling Pants" to recently championing a campaign to encourage younger consumers to vote and a new focus on the brand's sustainability efforts. Perhaps her intense dedication is influenced by her early life in gymnastics. She won the US National Gymnastics Championship title in 1986, less than one year after having suffered a devastating injury. Her 2008 memoir, "Chalked Up," details her triumphs and struggles within the world of competitive gymnastics. She continues to be a leading voice for athlete advocacy. And while Levi Strauss & Co. is as relevant today as ever, we know that Jen Sey is always looking ahead.

"...a leading voice for athlete advocacy."

Craig Dubitsky



"Friendly Founder"
Hello Products

Craig Dubitsky is obsessed with design, transformational brands, and making products that elevate the every day. Always ahead of his time, his upbeat wisdom is as refreshing as it is inspiring. Hello is the "naturally friendly" oral care company whose products are vegan, never tested on animals, and are generating joy in a category, that he insists, "has been marketed through fear and shame—if you're not whitening, you're frightening." Ingredients, though, are just one part of Hello's success. "Anyone can create a brand that's naturally sourced. Consumers want brands that stir them emotionally. *Functional* is table stakes today; brands need to truly connect with their consumers and absolutely deliver all they promise. If a product isn't thoughtful, authentic to its ethos, compassionate and honest, people can tell it's not genuine or it's working too hard to retrofit to these times. You simply can't knock off soul." While some have characterized Hello as a category disruptor, Craig Dubitsky would disagree. "Our brands are designed to delight; we're not trying to disrupt. I respect the giants of the industry; they're so admirable on many levels." And, Craig, so are you.

"Our brands are designed to delight..."

Diego Scotti



Executive Vice President & Chief
Marketing Officer
Verizon

At Verizon, **Diego Scotti** leads the brand's marketing efforts, and is responsible for linking the innovations of the company's product team to the customer-focused operations of the business units to build the Verizon global brand, create consumer awareness and advocacy, and drive customer preference for the brand through all channels, every day. He is an advocate for many industry issues. A champion for diversity in marketing, he believes that "workforces need to reflect the customers they serve." He is also outspoken about creativity. At the 2019 Cannes Ad Festival, he said: "Advertisers must be more creative, or we will not have a business. People now have the choice of paying more for a non-advertising medium and experience. It puts so much more pressure on us to figure out how we engage with those consumers. You have to have a sense of how someone is going to consume your message-- otherwise we are just polluting." A native of Argentina, he previously served as the chief marketing officer of J. Crew, oversaw 20 print and digital media brands at Conde Nast Publications and worked as the head of global advertising and brand management at American Express.

"...workforces need to reflect the customers they serve."

Deborah Yeh



SVP of Marketing & Brand
Sephora

During her seven plus years at Sephora, **Deborah Yeh** has been instrumental in maintaining the company's stature as one of the world's most successful and innovative specialty beauty retailers at a time when retail is facing tremendous challenges. With a focus on making shopping as experiential and engaging as possible, she has championed an app with augmented reality capabilities that allows users to literally "try on" cosmetics. Sephora is also using its face-scanning technology to help shoppers find products that match their skin tone. The retailer has had great success with live social events with cosmetics brand founders. Under Deborah Yeh's direction, Sephora has become of the definition of "experiential retail" by giving consumers a hands-on role in the shopping experience, including trying before buying. She adds, "The lady at the counter has been replaced by hundreds of people on YouTube. There are more voices. And we are trying to cut through the confusion." Deborah Yeh joined Sephora in 2012, after working with several iconic retail brands. She spent four years leading the marketing strategy and brand management teams for Old Navy and spent the prior four years as a founding member of the Target.com marketing planning team where she tested numerous digital marketing strategies. She is a Harvard graduate.

"...giving consumers a hands-on role in the shopping experience, including trying before buying."

Kristin Lemkau



CEO
*JPMorgan Chase & Company,
Wealth Division*

Kristin Lemkau has demonstrated that a smart, daring and influential CMO can indeed rise to a CEO role as marketing understanding today becomes more essential to overall business leadership. With more than 20 years as a marketer at JPMorgan Chase, she has been fearless about tackling issues of brand safety and ad fraud—not only by dramatically cutting the number of websites used for ad messages, but by proactively encouraging her team to develop its own YouTube algorithm, so the bank’s ads do not appear adjacent to compromising content. An advocate of innovating through technology, she is expanding the company’s use of AI to power optimized digital ads. Plus, she has focused on creating less interruptive advertising through the company’s branded content interview series called *Kneading Dough* that features professional athletes talking about their careers and what they do with their finances. She is also proud to be a champion for women’s empowerment, particularly in the struggle to balance motherhood and career, as exemplified by JPMorgan Chase’s recent #ThisMama campaign, featuring Serena Williams.

“An advocate of innovating through technology...”

Eric Liedtke



Global Chief Marketing Officer &
Executive Board Member
adidas

In 2020, after 25 with adidas, the truly inspirational **Eric Liedtke**, is stepping down. However, we would be remiss to omit him from this list as his ideas and accomplishments have not only reshaped marketing but now contribute to solving the challenge of ocean plastic. His responsibilities have spanned design and innovation to brand management, as well as digital and e-commerce. He's led adidas' evolution from a sports brand to a lifestyle brand that's on the cutting edge of technology-- all while creating dynamic growth for the company. He's pioneered the brand's open-source collaborations with the likes of Kanye West, Pharrell, and Beyoncé. Most exciting, though, is his focus on sustainability with a commitment to producing all adidas products from recycled ocean plastic by 2024 with the help of non-profit Parley for the Oceans. This journey began with 7,000 pairs limited edition sneakers, each containing the equivalent of 11 plastic bottles of waste. Selling out instantly, the shoes represented a technological and design breakthrough. He says, "At the heart of our brand is the belief that through sport, we have the power to change lives and inspire action." Perhaps it's true that *the world's biggest problems are the world's biggest business opportunities*. Let's hope so.

"...the shoes represented a technological and design breakthrough."

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