

Forbes

ScribbleLIVE

LinkedIn

Fourth Annual

The World's 50 Most Influential CMOs Study

2015



Introduction

We're pleased to present the Fourth Annual Forbes/ScribbleLive (formerly Appinions) World's 50 Most Influential CMOs Study in which we identify and recognize the marketing leaders who have established themselves by publishing and sharing opinions that travel and generate significant reactions. Others' influence is based on newsworthiness, either personally or that of the companies they represent.

The CMO title is applied broadly. In some cases, it applies to 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. We recognize there's churn in this arena; 22% of these CMOs have been in the role for less than a year. To qualify for inclusion on this list, each CMO is required to have held their title or rank for a minimum seven months in 2015.

To arrive at the scores, the ScribbleLive Insights 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 reacting to an opinion. This was weighted by

their respective influence on a given theme; the credibility of the outlet where the reaction was published or consumed; and the volume of reactions generated by the opinions attributed to that influencer within the studied timeframe of May 12 to September 30, 2015.

Research partner LinkedIn supplied additional public data from their platform to corroborate ScribbleLive influence scores, as well as additional public data including news citations over the past six months; the size of their networks; the relative content brand score of their companies; theme they are sharing; education, and job tenure.

Bruce Rogers
Forbes

Larry Levy
ScribbleLive

This report is based on an analysis of data collected between May 12, 2015 to Sept. 30, 2015 on the top 500 companies from the 2015 Forbes Global 2000 Largest Companies list (Forbes Global 500) and the 2015 Forbes Most Valuable Brands lists.

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World's 50 Most Influential CMOs – 2015

Rank	Name	Brand	Rank	Name	Brand
– 1	Phil Schiller	Apple	26	Clive Sirkin	Kimberly-Clark
2	Kevin Hochman	Yum! Brands	27	Eric Liedtke	Adidas
3	Kevin Crull	Sprint	28	Clarence Gooden	CSX Corp
↑ 4	Olivier Francois	Fiat Chrysler	↑ 29	Ken Chaplin	TransUnion
↑ 5	Beth Comstock	GE ¹	↑ 30	Ann Glover	Voya
6	Scott Moffitt	Nintendo	31	Patrice Bula	Nestlé S.A.
7	Geoff Morrell	BP	↑ 32	Karen Quintos	Dell
↑ 8	Martine Reardon	Macy's	↓ 33	Russell Wager	Mazda
↑ 9	Keith Weed	Unilever	34	Raja Rajamannar	Mastercard
– 10	Alain Visser	Volvo	↓ 35	Ola Källenius	Mercedes-Benz
↑ 11	Tony Pace	Subway ²	36	Jeff Lucas	Viacom
↑ 12	Alan Gershenhorn	UPS	37	David Doctorow	Expedia
13	David Kroll	MillerCoors	38	Dean Evans	Hyundai Motor America
↑ 14	Andrew Nocella	American Airlines	39	Jon Iwata	IBM
15	Jerome Stoll	Renault	40	Peter Horst	Hershey
16	Andrew Sherrard	T-Mobile	↑ 41	Loren Angelo	Audi
↑ 17	David Christopher	AT&T Mobility	↑ 42	Andrea Riley	Ally Financial
↑ 18	Dorothy Dowling	Best Western International	43	Syl Saller	Diageo Corp
↓ 19	David Lauren	Ralph Lauren Corporation	44	Steve Fund	Intel
↑ 20	Brian Smith	Lexus	45	Leontyne Green Sykes	IKEA
↓ 21	John Frascotti	Hasbro	46	Jeff Jones	Target
↑ 22	Dana Anderson	Mondelez	47	Tom Peyton	Honda
23	Ram Krishnan	Frito-Lay North America	↓ 48	Stephanie Linnartz	Marriott
24	Jamie Moldafsky	Wells Fargo	49	Ann Simonds	General Mills
25	Michael Sprague	Kia	50	Antonio Lucio	HP

1 – No longer CMO, promoted to Vice Chair

2 – Stepped down, effective September 30, 2015

5 Most Influential CMOs and a Summary of Why.



Phil Schiller
Apple

As in earlier years, Apple's Phil Schiller dominates the list thanks to the company's high-profile product introductions. This year saw the debut of the iPhone 6S, the iPad Pro and Apple iOS 9 in September; enough to secure Schiller's stunning average influence score of 668.8, more than the next eight most influential CMO scores combined.

Notably, Schiller is also the only CMO to rank in the top-10 influencers on three themes of specific interest to marketers, namely mobile marketing, marketing innovation, and global marketing (#18, Best Western's Dorothy Dowling, ranks on this last theme, too). While his peers discuss his products, Schiller demonstrates strong domain dominance not just with his brand, but also across the marketing spectrum.

Yum! Brand's Kevin Hochman and Sprint's Kevin Crull soared to second and third place, respectively. Neither were on the list previously. Hochman, CMO for KFC, made waves discussing the new actor playing the Colonel at Comic-Con and serving as a Waze navigation voice. Crull announced Sprint's competition with AT&T for DirecTV customers' business and a new unlimited wireless plan.

Fiat Chrysler's Olivier François, #4, also made a substantial gain over his 2014 #15 ranking. His topic range is broad, from FC sponsored music videos to new car models and the company's involvement in Star Wars marketing.

Kevin Crull
Sprint



Kevin Hochman
Yum! Brand

Olivier François
Fiat Chrysler

Beth Comstock
General Electric



Fifth-ranked Beth Comstock rose from a #8 slot last year (and in September was promoted from CMO to Vice Chair of GE). Comstock's ranking is based both on the influence she expresses personally as well as her inherent newsworthiness as a leading executive. She is also the only influencer on the list who is avidly followed by her peers on multiple social media channels (see page 18). Comstock has no dominant theme or topic, but publishes frequently.

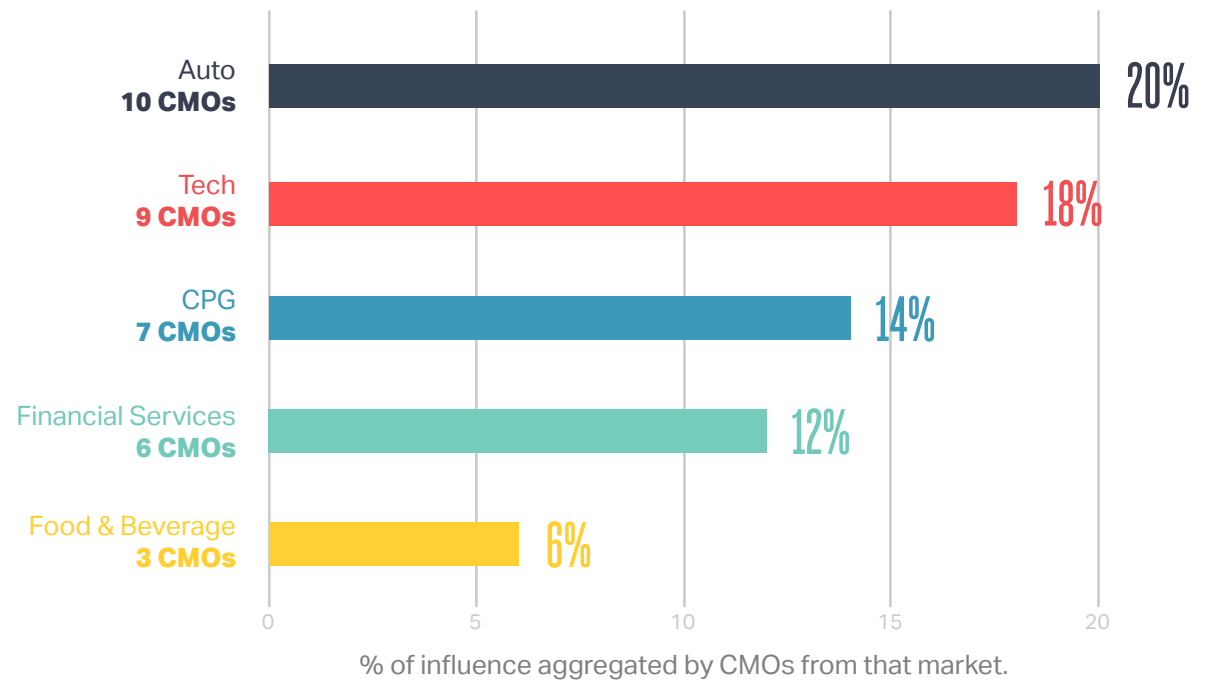
Two additional marketing executives are new to this list and in the 2015 top 10: Nintendo's Scott Moffitt and BP's Geoff Morrell. Moffitt's standing was concurrent with buzz around new products, while Morrell's prominence came at a time of news about a potential class-action lawsuit over the gulf oil spill.

Beth Comstock is the only influencer on the list who is avidly **followed by her peers on multiple social media channels**

Top Five Industries Represented by Influential CMOs

Automotive has eclipsed tech in influence this year. Formerly dominant on this list, tech has slipped to second place.

Apparel, which ranked #3 last year, has dropped out of the top 10 industries represented by the most influential CMOs.



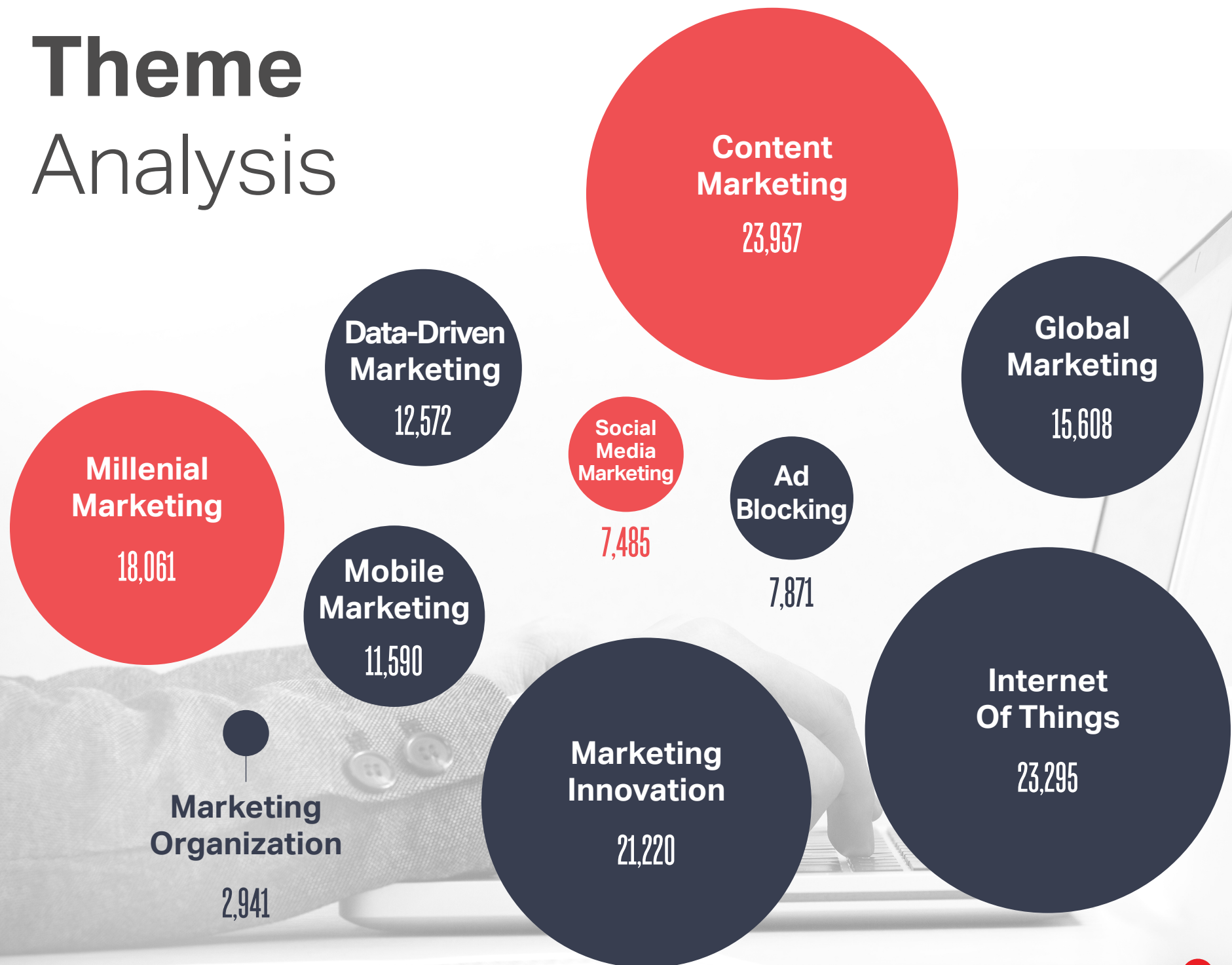
What Marketing Themes are on the CMOs' Radar this Year?

Content marketing tops the list, global marketing is also prominent (additionally, there's plenty of chatter about the emerging marketing in China). Social media plunged 14% as a theme of discussion, while mobile marketing correspondingly soared. Another highlight is ad blocking, which peaked as a theme when Apple introduced that feature in iOS 9. With iPods, iPhones, and CMO Phil Schiller dominating other conversations and commanding attention, Apple takes a commanding lead in all spheres of marketing influence.

Top topic:

Content marketing
dominates CMOs'
conversation in 2015.

Theme Analysis



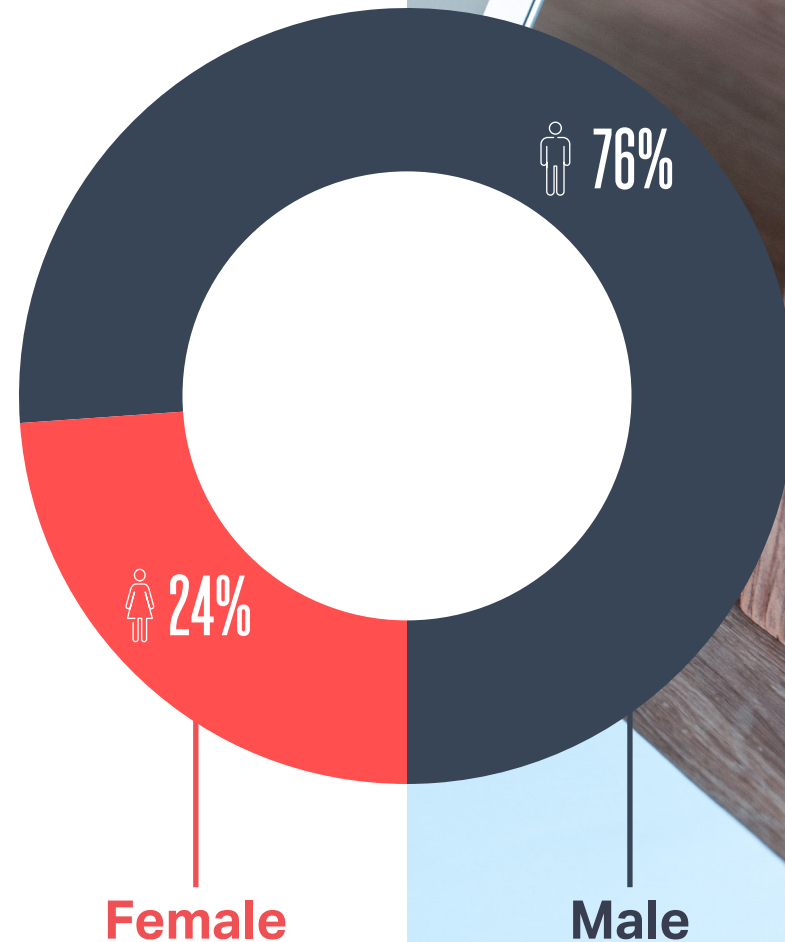
Analysis of **Influential CMOs**



By Gender

Influence remains as **male-dominated** as the average C-suite.

38 of the Top 50 influential CMOs this year are **male (76%)**, compared with 12 **women (24%)**. In fact, women's influence has declined from last year, when 34% of the Top 50 were female. This may be in part attributable to the fact that automotive has risen to be the dominant industry sector insofar as influence is concerned while more traditionally female sectors such as apparel have dropped. 8 of top 10 represented industries boast no women CMO influencers this year.



*Women's influence has declined from last year, when **34%** of the Top 50 were female.*

By Job Tenure

4.5
YEARS

is the average time,
influential CMOs have held
their position for

11

of this year's Top 50 have
been in their current role
less than a year

7

have occupied their seat
for over a decade

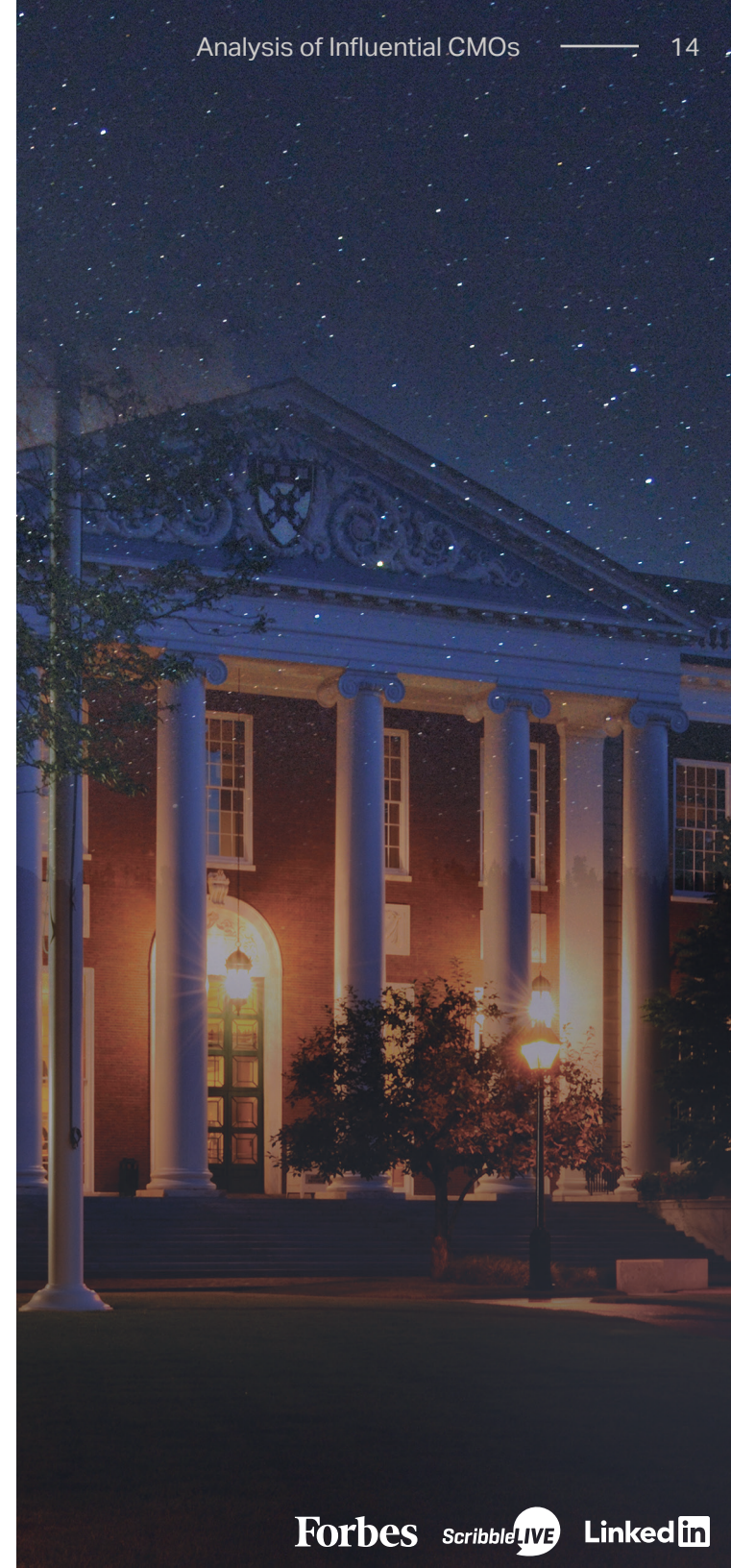
Education

Where did the most influential CMOs get their education?

East Coast institutions dominate the list of the Top Ten, but while Wharton and Harvard lead the list, the Ivies quickly trail off in favor of leading state schools. Private, non-Ivy universities also ranking are William & Mary and Duke University.

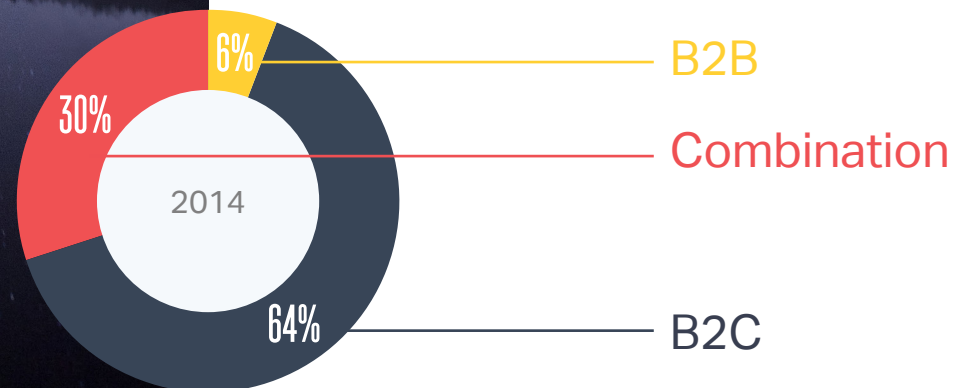
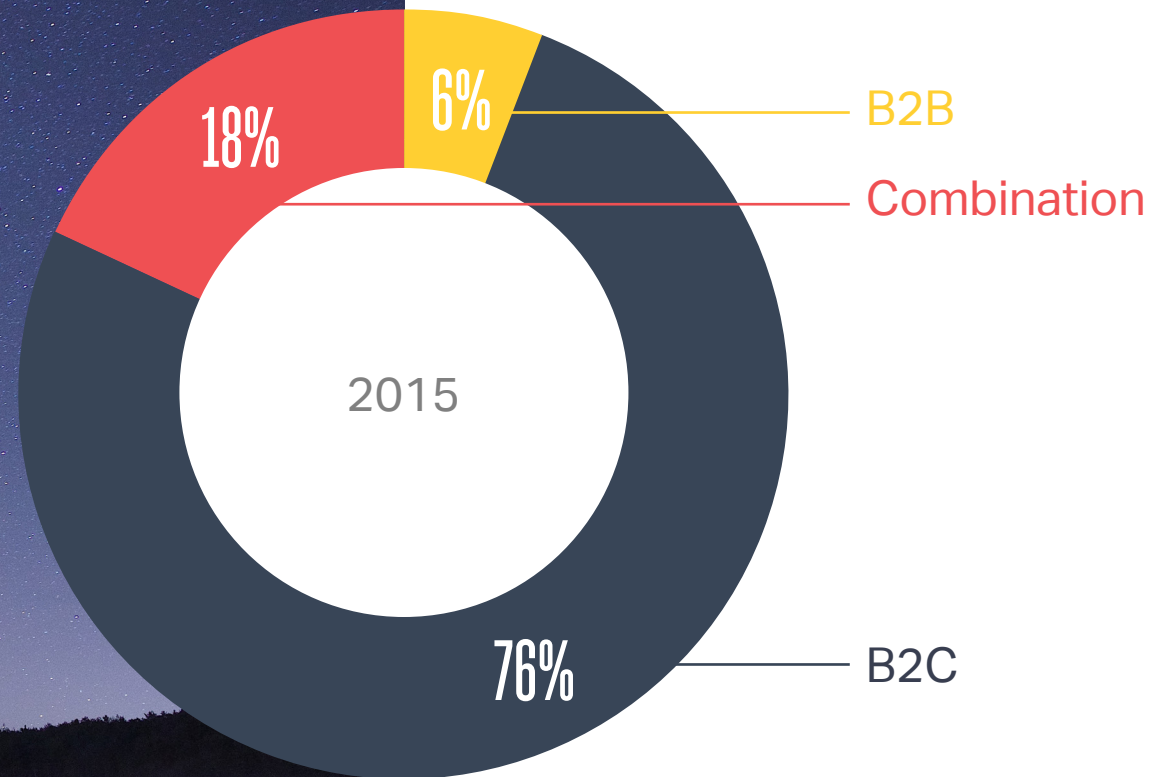
School	# of Top CMOs that Obtained Degrees (Bachelors or Post-Grad)
The Wharton School (University of Pennsylvania)	4
Harvard University	3
William & Mary	2
University of Southern California	2
University of Michigan	2
New York University	2
Miami University	2
Duke University	2

Source: LinkedIn



Business Type

B2C is overwhelmingly the dominant sector.



Rising Stars

In addition to CMOs who are new to the list in 2015, other CMOs are ascendant. This year's biggest gainers are Unilever's #9 ranked Keith Weed and Lexus' Brian Smith respectively soared up 20 places on the list since 2014. Weed has been vocal about Facebook video ad pricing (a policy Facebook recently changed) and sustainability. Smith has focused on new models, but also on the compelling content around the company's virtual reality web series.

Biggest Gainers

Name	Brand	This Year	Last Year	Change
Brian Smith	Lexus	20	40	↑ 20
Keith Weed	Unilever	9	26	↑ 17
Tony Pace	Subway*	11	25	↑ 14
Alan Gershenhorn	UPS	12	24	↑ 12
Olivier Francois	Fiat Chrysler	4	15	↑ 11

*Stepped down, effective September 30, 2015



Where Are They Now?

As influence rises, **so does it wane.**

Several CMOs who ranked in the Top 50 in 2014 are much lower or no longer on this year's list. This is in part due to attrition and churn. CMOs who still hold their titles, but have significantly waned in influence include Tim Mahoney, GM was #3 last year, not in this year's top 50; Kristin Lemkau of JP Morgan Chase was #6 last year, not in this year's top 50; Southwest's Kevin Krone was prominent last year, a year in which there was much news around a supposed merger. He does not rank this year.

In many cases, events spurred CMOs' prominence, rather than the other way around. A GM recall and Southwest merger pushed those companies' CMOs to prominence last year, but as the news cycle ebbed, so did their influence. An exception is JPMorgan Chase's Kristin Lemkau, outspoken in 2014 when Chase was hacked, but quieter after the news ebbed.

Most Followed on LinkedIn

Rank	Name
1	Arianna Huffington
2	Richard Branson
3	Beth Comstock
4	Jack Welch
5	Jeff Weiner
6	Meg Whitman
6	Bill Gates
7	Barack Obama
7	Deepak Chopra MD
8	Tim Brown
9	Guy Kawasaki
9	Angela Ahrendts
9	David Edelman

Most Followed on Twitter

Rank	Name	Handle
1	Beth Comstock	@bethcomstock
1	Richard Branson	@richardbranson
2	Arianna Huffington	@ariannahuff
3	Karen Quintos	@KarenDellCMO
3	Stuart Elliott	@stuarteny
4	Jon Iwata	@coastw
4	Elon Musk	@elonmusk
4	Jonathan Becher	@jbecher
4	Jenny Rooney	@jenny_rooney
4	Jim Stengel	@JimStengel
4	Mark Addicks	@MarkAddicks
4	Seth Farbman	@sethfarbman
4	Tim Cook	@tim_cook

Who Do Influential CMOs Follow?

Business leaders **Arianna Huffington** and **Richard Branson** are the two voices CMOs listen to most in social media, ranking on both Twitter and LinkedIn as the most-followed accounts by the most influential CMOs. Very notably, the influencer most influential among her peers is GE's **Beth Comstock**. Not only does she rank #5 in overall influence, but she also appears on slot #3 on LinkedIn and #1 on Twitter. Two other top 50 CMOs also appear on the Twitter list including **Karen Quintos** of Dell, who ranks at #32 on the list, and **Jon Iwata** of IBM, who appears at #39.

These rankings were pulled from publicly-available data on who the 50 most influential CMOs follow on both LinkedIn and Twitter.

Profiles of Most **Influential CMOs**



#1

Phil Schiller

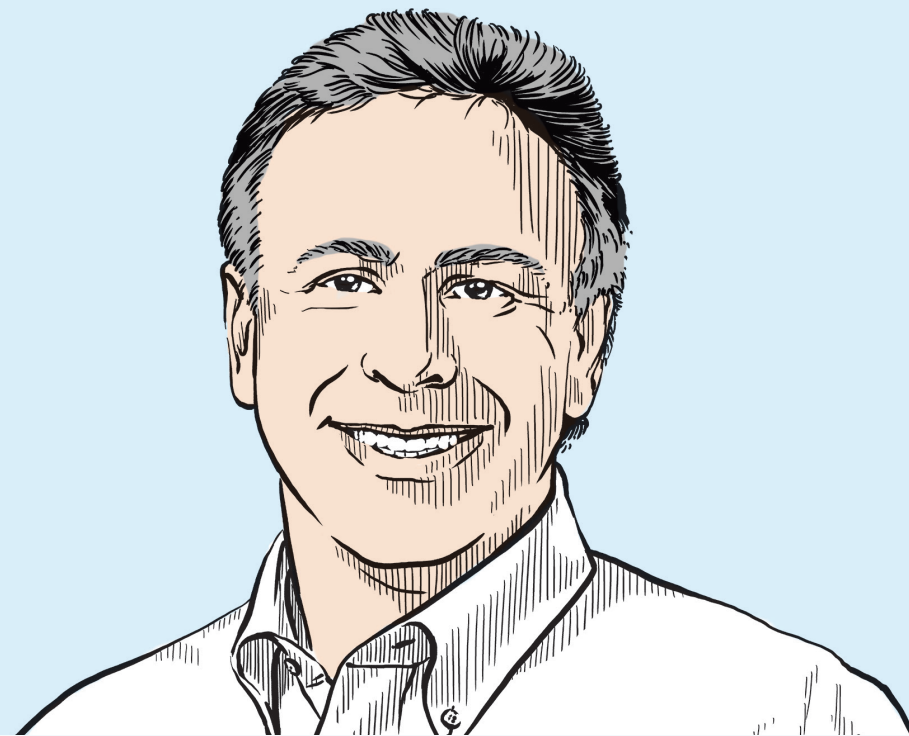
Senior Vice President of Worldwide Marketing



Apple

Profile

Phil Schiller is Apple's Senior Vice President of Worldwide Marketing and is an important member of Apple's Executive Leadership Team. Schiller helped create and market Apple's trademark computers, smartphones, and subsequent mobile devices. Schiller assisted former CEO, Steve Jobs, and supports incumbent CEO, Tim Cook, during Apple's popular live events, often as the presenter of new products or updated versions of the iPhone and iPad. He has loyally served Apple for 20 years.



What/Who they follow in common with other top CMOs

Twitter Handle	Name	# of Top CMOs also following
@nytimes	New York Times	15
@WSJ	Wall Street Journal	13
@richardbranson	Richard Branson	11
@cnnbrk	CNN Breaking News	9
@WIRED	Wired	9

Education:

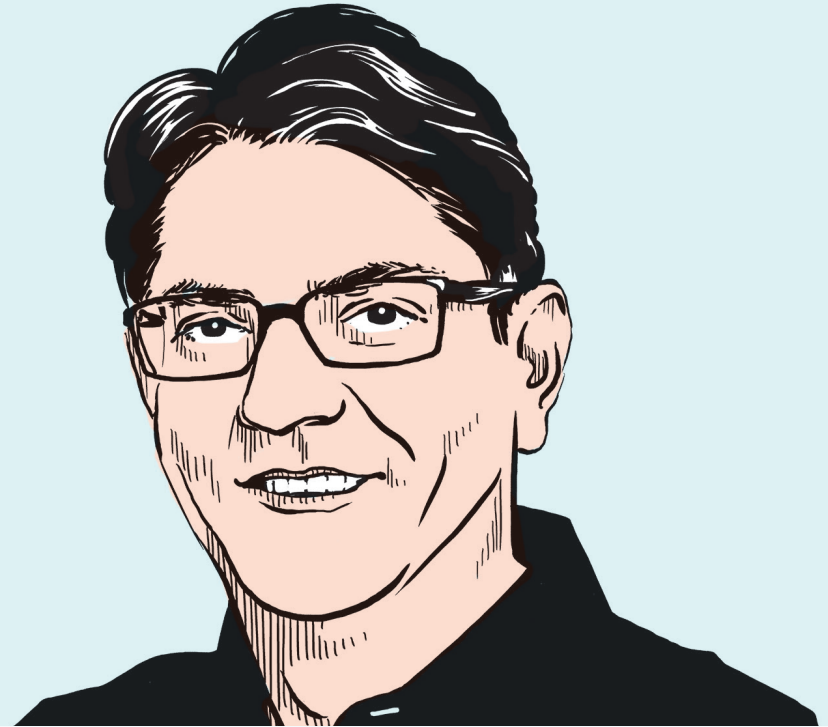
Boston College

#2

Kevin Hochman

Chief Marketing Officer, KFC US

Yum! Brands



Profile

Kevin Hochman is Chief Marketing Officer, KFC US at Yum! Brands. Hochman is responsible for brand strategy and is the driving force behind a new marketing campaign. He joined Yum-owned KFC in 2014 after nearly two decades working at Procter & Gamble where he served in various roles such as North America Line Business Leader, Marketing Director, and Associate Marketing Director. Hochman is an alumnus of the University of Pennsylvania and earned diplomas in mass communications, economics, and finance.

What/Who they follow in common with other top CMOs*

Twitter Handle	Name	# of Top CMOs also following
@adage	Ad Age	19
@McIlroyRory	Rory Mcilroy, Golfer	5
@TigerWoods	Tiger Woods, Golfer	5
@Nike	Nike	4
@TheEllenShow	Ellen DeGeneres	4

Education:

University of Pennsylvania - The Wharton School

* Based on non-verified Twitter account

#3

Kevin Crull

Chief Marketing Officer



Sprint

Profile

Kevin Crull joined Sprint as Chief Marketing Officer on May 31, 2015. Crull joined Sprint's leadership team with a mandate to attract new customers and improve the company's reputation as an innovative leader in the telecommunications industry. He arrived at Sprint with 30 years of experience in sales, marketing, and operations, including a five year stint as Chief Operating Officer at Bell Media.

What/Who they follow in common with other top CMOs*

Twitter Handle	Name	# of Top CMOs also following
@WSJ	Wall Street Journal	13
@tim_cook	Tim Cook, Apple	8
@TheDailyShow	The Daily Show	6
@TheOnion	The Onion	4
@JohnLegere	John Legere, T-Mobile	3

Education:

The Ohio State University

University of San Francisco - School of Management

* Based on non-verified Twitter account

#4

Olivier François

Chief Marketing Officer and Head of the Fiat brand



Fiat Chrysler



Profile

Olivier François is Chief Marketing Officer and Head of the Fiat brand and has been a member of the company's Group Executive Council since September 1, 2011. His responsibilities include creating and executing marketing strategies, brand development, and advertising for the various brands within the Fiat Chrysler organization. François is an alumnus of Dauphine University where he acquired a degree in economy, finance, and marketing. He also earned a diploma at the Institute des Sciences Politiques (IEP) in his native Paris, France.



Education:

Dauphine University

IEP (Institute des Sciences Politiques)

#5

Beth Comstock

Vice Chair



General Electric

Profile

Beth Comstock served as GE's chief marketing and commercial officer from 2008 until August 2015 when she was named Vice Chair. Comstock leads GE's newly formed Business Innovations division and concentrates her department's efforts on accelerating growth as well as increasing brand value. She also served as President of Integrated Media at NBC Universal since 2006. She is currently involved in clean-energy, industrial internet, and affordable health offerings while establishing partnerships that enhance the GE culture and brand.



What/Who they follow in common with other top CMOs

Twitter Handle	Name	# of Top CMOs also following
@adage	Ad Age	19
@FastCompany	Fast Company	11
@richardbranson	Richard Branson	11
@ariannahuff	Arianna Huffington	10
@KarenDellCMO	Karen Quintos, Dell	9

Education:

William & Mary

#6

Scott Moffitt

Executive Vice President of Sales and Marketing

The Nintendo logo, featuring the word "Nintendo" in a stylized font inside a rounded rectangular border.

Nintendo of America



Profile

Scott Moffitt is Executive Vice President of Sales and Marketing at Nintendo of America. Moffitt is recognized as a decisive leader with an entrepreneurial spirit, who delivers outstanding results managing high-performing teams in competitive situations. He is responsible for managing Nintendo's \$6 billion hardware and software gaming business in North and South America.

Education:

Arizona State University - W. P. Carey School of Business

Northwestern University

#7

Geoff Morrell

Senior Vice President and Head of US Communications and External Affairs



BP America Inc.



Profile

Geoff Morrell has been Senior Vice President and Head of US Communications and External Affairs at BP since September 2013. He was previously the Head of Communications for United States at BP America Inc. for two years beginning in 2011. Prior to joining BP, Morrell spent 7 years as a White House correspondent for ABC News. He is a Georgetown University graduate and received his Masters degree in Journalism at Columbia University.

What/Who they follow in common with other top CMOs*

Twitter Handle	Name	# of Top CMOs also following
@nytimes	New York Times	15
@WSJ	Wall Street Journal	13
@cnnbrk	CNN Breaking News	9
@TheEconomist	The Economist	8
@BarackObama	Barack Obama	7

Education:

Georgetown University

* Based on non-verified Twitter account

#8

Martine Reardon

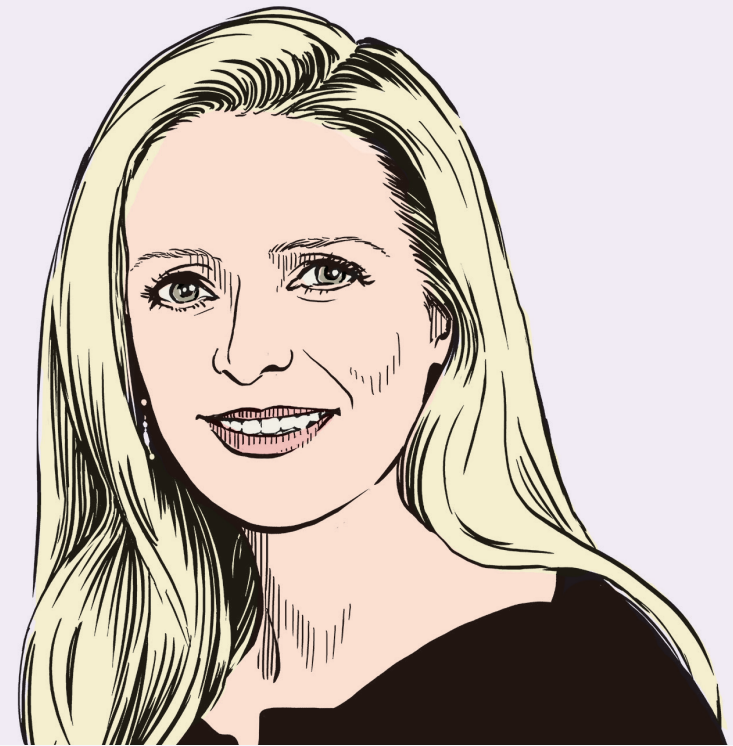
Chief Marketing Officer



Macy's

Profile

Martine Reardon has been Macy's Chief Marketing Officer since February 2012 following a three year period as Executive Vice President of Marketing and two years as EVP of National Marketing Strategy, Events and Public Relations. Reardon leads Macy's multifaceted approach to marketing and also helms Macy's Thanksgiving Day Parade every November. She is a leading figure on Macy's Executive Committee and is a board member of the Make-A-Wish Foundation.



What/Who they follow in common with other top CMOs*

Twitter Handle	Name	# of Top CMOs also following
@nytimes	New York Times	15
@cnnbrk	CNN Breaking News	9
@BarackObama	Barack Obama	7
@TEDTalks	TED Talks	7
@CNN	CNN	6

Education:

St. Francis College in Brooklyn

* Based on non-verified Twitter account

#9

Keith Weed

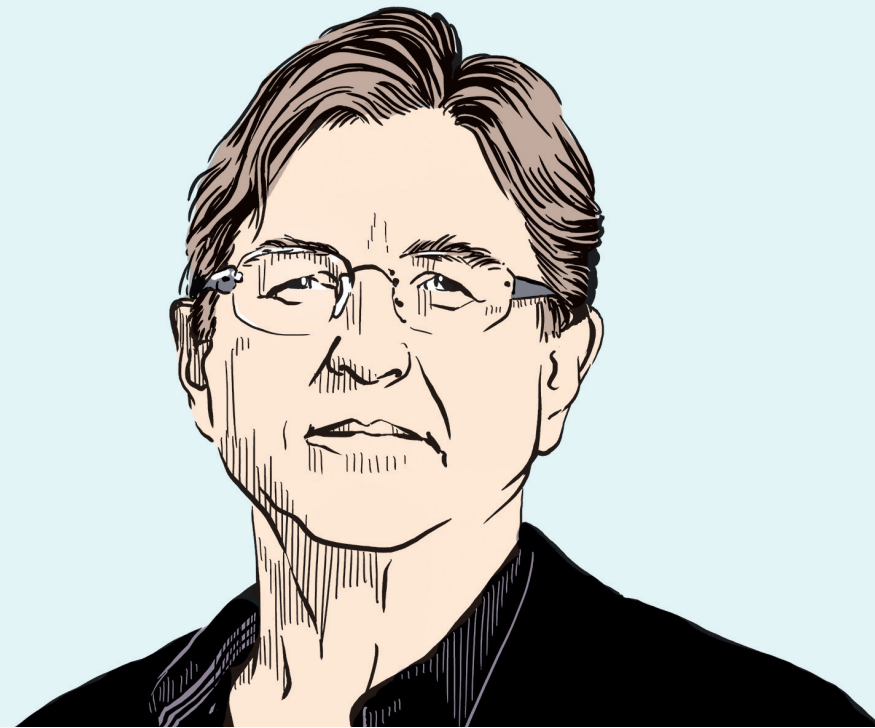
Chief Marketing and Communications Officer



Unilever

Profile

Keith Weed is Chief Marketing and Communications Officer at Unilever and is an integral member of the Unilever Executive Team. He is responsible for Unilever's Marketing, Communications, and Sustainable Business operations. Weed has a mandate to accelerate business growth while reducing Unilever's environmental footprint. He is the driving force behind the Unilever Sustainable Living Plan.



What/Who they follow in common with other top CMOs

Twitter Handle	Name	# of Top CMOs also following
@adage	Ad Age	19
@nytimes	New York Times	15
@WSJ	Wall Street Journal	13
@Adweek	Adweek	12
@bethcomstock	Beth Comstock, GE	11

Education:

University of Liverpool

#10

Alain Visser

Senior Vice President, Marketing, Sales, and Customer Service



Volvo



Profile

Alain Visser has served as Senior Vice President, Marketing, Sales, and Customer Service at Volvo since assuming the position in 2013. He joined Volvo in September 2012 as Vice President Sales Operations within Marketing, Sales, and Customer Service. Visser built a career in the automotive industry with previous roles at Ford, General Motors, and Opel/Vauxhall prior to joining Volvo. Visser earned a Masters of Science at the University of Antwerp in Belgium, and is also an alumnus from Duke University.



Education:

University of Antwerp in Belgium

Duke University



Tony Pace

Subway – chief marketing officer (formerly)



#11



Profile

Tony Pace served as Chief Marketing Officer from 2012 until parting ways with the company in September 2015. Prior to assuming the role of CMO for the global brand, Pace was CMO of Subway's Advertising fund for six years. Subway diversified its marketing campaigns under Pace's vision, which included a branded content video series about Subway's teenage employees. He now runs his own marketing consultancy called Cerebral Graffiti.



Alan Gershenhorn

UPS – executive vice president and chief commercial officer



#12



Profile

Alan Gershenhorn is the Executive Vice President and Chief Commercial Officer at UPS. He directs marketing, sales, product development, customer experience management, and growth strategies across the organization. Gershenhorn has been with UPS for 34 years and is a vital part of the company's massive development into a \$50b+ global supply chain organization. He is a Board Director of the UPS Foundation and is also a member of the World Business Council on Sustainable Development.



David Kroll

MillerCoors – chief marketing officer



#13



Profile

David Kroll became Chief Marketing Officer of MillerCoors in July 2015 after serving as Vice President of Innovation at MillerCoors for three years. He oversees the company's efforts in brand marketing, innovation, insights, media, and event marketing. Kroll is recognized as an entrepreneurial leader with a passion for developing high performance teams that can accelerate growth. He has a 20+ year career in marketing and operations, which includes leadership positions with Dyson, Unilever, Wrigley, Procter & Gamble, and Cargill.



Andrew Nocella

American Airlines – chief marketing officer



#14



Profile

Andrew Nocella was appointed as Chief Marketing Officer at American Airlines when the airline merged with US Airways in December 2013. Nocella is responsible for overseeing the airline's loyalty programs, alliances, marketing, scheduling, and digital communication channels. He previously served as Vice President of Scheduling and Planning at US Airways and served in a similar capacity at America West Airlines as Vice President, Route Planning and Scheduling.



Jérôme Stoll

Renault – executive vice president, chief performance officer, sales and marketing



#15



Profile

Jerome Stoll was appointed as Executive Vice President, Chief Performance Officer, Sales and Marketing at Renault in September of 2013. In July 2014, he also became Chairman of Renault Sport F1. Stoll originally joined Renault in 1980 and held various positions within the parent company and its subsidiaries. Stoll previously served as Mercosur Director beginning in 2006, and was President and CEO of Renault Samsung Motors when the French automaker assumed majority ownership of Samsung Motors in 2000.



Andrew Sherrard

T-Mobile – chief marketing officer



#16



Profile

Andrew Sherrard became Chief Marketing Officer of T-Mobile in February 2015 and previously served as Senior Vice President, T-Mobile Marketing beginning in December 2012. Sherrard is credited with building teams and organizations that thrive under strong leadership. He joined T-Mobile in 2003 as the Director of Marketing, and created compelling marketing strategies that identified consumer needs and addressed business objectives.



David Christopher

AT&T Mobility – chief marketing officer



#17



Profile

David Christopher is Chief Marketing Officer at AT&T Mobility and has served in the position since 2004. Christopher was also Vice President of Product Management from 2004 until 2007 when the company was previously known as Cingular Wireless. Christopher is responsible for promoting the company's wireless products and services, smartphones, tablets, and cloud products. He oversees the AT&T Developer Program while also managing marketing and advertising for AT&T Digital Life, Cricket Wireless, and GoPhone.



Dorothy Dowling

Best Western International – senior vice president, marketing and sales



#18



Profile

Dorothy Dowling is Senior Vice President, Marketing and Sales for Best Western International. Dowling joined the company in 2004 and quickly implemented strategies to modernize the Best Western brand and increase the hotel chain's market share. In 2013 Dowling was named Vice President of the Global Business Travel Association Allied Leadership Council and also serves on the HSMAI Americas Board of Directors. She previously served as Vice President of Marketing, Sports, and Entertainment at ARAMARK from 2002 until 2004, and earned a Master of Arts in Sociology and Leisure Studies at the University of Waterloo in Canada.



David Lauren

Ralph Lauren Corporation – executive vice president of global advertising, marketing, and corporate communications

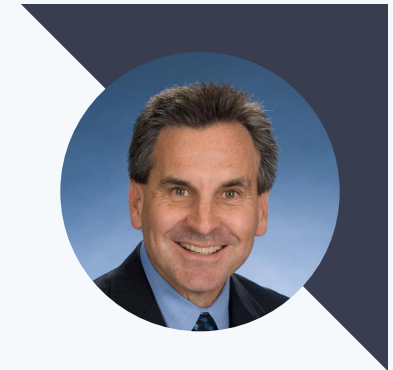


#19



Profile

David Lauren is Executive Vice President of Global Advertising, Marketing, and Corporate Communications at Ralph Lauren Corporation and also sits on the Board of Directors. Lauren manages the company's global marketing campaigns, strategic partnerships, and fashion communications. He joined the company as Chief Creative and Marketing Officer in 2000 and was instrumental in the development and launch of ralphlauren.com, one of the first e-commerce sites in the luxury industry. Lauren is an active philanthropist on the Board of Trustees for the Ralph Lauren Center for Cancer Care and Prevention in Harlem, and also as President of the Ralph Lauren Polo Foundation.



Brian Smith

Lexus – vice president of marketing



#20



Profile

Brian Smith has been Vice President of Marketing at Lexus since acquiring the position in August 2011. Prior to the role of VP, Smith served as Vice President, Sales and Dealer Development at Lexus for five years. Smith joined Toyota Motor Sales in 1982 and became an integral member of the luxury division of Lexus in 2004. He manages all marketing, engagement and product marketing development for Lexus, including interactive and digital marketing strategies. Smith also holds a Bachelor of Arts degree in psychology from the University of Southern California in Los Angeles, California.



John Frascotti

Hasbro – president of brands



#21

Profile

John Frascotti became President of Hasbro Brands in October 2014. He previously served as Chief Marketing Officer for nearly 7 years, and led efforts to transform Hasbro from a traditional toy manufacturer into a powerful global organization. Before joining Hasbro, Frascotti was Senior Vice President of the Sports Division at Reebok International Ltd. from 2005 until 2008. In January 2015, Frascotti joined the Board of Directors of Discovery Family Channel and also joined the Board of Directors of Backflip Studios. He earned a Bachelor of Arts in Economics at Yale University and also graduated law school at Harvard University.



Dana Anderson

Mondelēz International – senior vice president and chief marketing officer



#22

Profile

Dana Anderson became Senior Vice President and Chief Marketing Officer at Mondelēz International in September 2014. She previously served as Senior Vice President of Marketing at Kraft Foods, and retained the position during her first two years at the renamed Mondelēz International. Anderson has over 25 years of experience in advertising and has been honored multiple times for her many accomplishments in the industry. In 2001 Anderson was named “Advertising Woman of the Year” by the Chicago Advertising Foundation and was recognized as one of the “100 Most Influential Women In Advertising” by Ad Age in 2012.



Ram Krishnan

Frito-Lay North America – senior vice president and chief marketing officer



#23



Profile

Ram Krishnan is Senior Vice President and Chief Marketing Officer at Frito-Lay North America (FLNA). Krishnan leads the company's marketing practices, including brand strategy, advertising, consumer insights, and innovation. He previously served as Senior Vice President, Brand Marketing for Frito-Lay and held various leadership positions since beginning his career with parent company PepsiCo in 2006. Krishnan was also employed by Cadillac and helped establish the Cadillac brand as a culturally significant symbol. He holds an MBA from the University of Michigan with a Master's Degree in Engineering.



Jamie Moldafsky

Wells Fargo – chief marketing officer



#24



Profile

Jamie Moldafsky became Chief Marketing Officer at Wells Fargo in October 2011 and previously served as Executive Vice President of Wells Fargo Bank for six years. Moldafsky manages the development and execution of corporate marketing strategies including advertising, direct marketing, market research, brand positioning, social media, and events marketing. Moldafsky brings over 20 years of experience to Wells Fargo, including leadership roles with Whirlpool Corporation, Charles Schwab, and American Express. She is also Chair of the Marketing Committee of the Boys and Girls Clubs of San Francisco and is a member of the board of The Ad Council.



Michael Sprague

Kia Motors America – chief operating officer and executive vice president



#25



Profile

Michael Sprague became Chief Operating Officer and Executive Vice President of Kia Motors America in April 2015. Sprague has over 18 years of experience and is the primary point of contact for Kia's sales, marketing, service, and product planning operations. He is an award winning global C-suite executive with a reputation as a respected leader among customers, peers, and Kia employees. Sprague was previously Kia's Executive Vice President, Sales and Marketing for approximately 18 months and was Executive Vice President, Marketing and Communications for the previous five and a half years when he oversaw the launch of 20 new vehicles.



Clive Sirkin

Kimberly-Clark – chief marketing officer



#26



Profile

Clive Sirkin became Chief Marketing Officer of Kimberly-Clark in March 2013 and leads marketing initiatives to establish a sustainably profitable brand. Sirkin previously served as Vice President of Global Integrated Marketing Communications from 2007 until 2013. He is credited as a forward thinking digital marketer and helped launch the K-C Trading Desk, which uses data technology for advanced targeting and real-time optimization. Sirkin is also a Director of the Advertising Council Inc., a position he has maintained since July 2012.



Eric Liedtke

Adidas – head of global brands



#27



Profile

Eric Liedtke serves on the adidas Executive Board as Head of Global Brands, and was previously Senior Vice President, adidas Sport Performance beginning in 2011. Liedtke's responsibilities include the development and promotion of all adidas sports categories. His primary duties are to manage communications, public relations, and market research. Liedtke has a 20 year career at adidas, including 9 years served as Senior Vice President Brand Marketing prior to assuming his current role.



Clarence Gooden

CSX Corporation – president



#28



Profile

Clarence Gooden became President of CSX Corporation in September 2015 and is responsible for overseeing Sales and Marketing and Operations. Prior to his role as President, Gooden served as Executive Vice President and Chief Sales and Marketing Officer from 2004 to September 2015. He has over 40 years of sales, marketing, and operations experience and held leadership positions within the company's intermodal, merchandise, and energy markets teams. Gooden was also Vice President, Network Operations among other leadership positions within the company.



Ken Chaplin

TransUnion – senior vice president and chief marketing officer



#29



Profile

Ken Chaplin is Senior Vice President and Chief Marketing Officer at TransUnion. He is a capable business leader with 20+ years of experience in global brand management, brand architecture, and strategic development. Before joining TransUnion in 2014, Chaplin spent three years as Senior Vice President and Chief Marketing Officer at Experian and served as Vice President, Global Marketing at Crocs for nearly four years prior to his time at Experian. He is a creative, thoughtful, and effective business leader who has optimized existing brands in the US, Europe, Asia, and Australia.



Ann Glover

Voya Financial – chief marketing officer



#30



Profile

Ann Glover is Chief Marketing Officer for Voya Financial and manages the company's strategic marketing portfolio. Glover oversees brand development, advertising, social media, data analytics, consumer insights, and business marketing. She was Senior Vice President of Corporate Relations and Chief Marketing Officer at The Hartford Financial Services Group Inc. for seven years prior to joining ING in 2008, prior to the rebranding. Glover is also involved in the nonprofit sector, having served on the Board of Directors of the Greater Hartford YMCA and St. Michael's College in Vermont, which is where she acquired her Bachelor of Arts Degree in Biology.



Patrice Bula

Nestlé S.A. – executive vice president



#31



Profile

Patrice Bula is a Member of the Executive Board at Nestlé S.A., and has been Executive Vice President Nestlé S.A., responsible for the Strategic Business Units, Marketing, Sales and Nespresso since May 2011. Bula has held the position of Market Head - Nestlé in multiple locations. He was Market Head in Germany from 2003 until 2007 and retained the role in the Greater China Region from 2007 until 2011. Bula serves on the Board of Directors of multiple companies including Schindler Holding AG, Beverage Partners Worldwide S.A., Yinlu Food Group Companies, and Hsu Fu Chi Group Companies.



Karen Quintos

Dell – senior vice president and chief marketing officer



#32



Profile

Karen Quintos has been Senior Vice President and Chief Marketing Officer at Dell for over five years since assuming the title in September 2010. Her primary responsibilities include brand strategy, global communications, customer events, social media, customer insights, and marketing talent development - enabling sales teams and increasing demand for the Dell brand. Quintos was Vice President, Global Public Marketing prior to becoming CMO and held several senior titles at Dell since arriving at the company in 2000. She worked at Citigroup as Vice President, Operations and Technology for nearly three years prior to joining Dell. Quintos is also the Executive Sponsor of Dell's largest networking group, Women in Search of Excellence (WISE).

Russell Wager



Mazda – vice president of marketing, North American operations



#33



Profile

Russell Wager has been Vice President, Marketing at Mazda North American Operations since October 2012. He is responsible for all marketing communications for Mazda's US operations, including advertising, social media, website optimization, public relations, trade shows, and aspects of retail operations. Wager has more than 20 years of marketing communications experience in the automotive industry and previously held senior positions in the Asia-Pacific region at TBWA/Hakuhodo International and DDB Advertising.

Raja Rajamannar



MasterCard Worldwide – chief marketing officer



#34



Profile

Raja Rajamannar became Chief Marketing Officer at MasterCard Worldwide in 2013. Rajamannar manages global advertising, sponsorships, promotions, insights, and digital and consumer marketing campaigns associated with the MasterCard brand. Prior to joining MasterCard, Rajamannar worked as Executive Vice President and Chief Transformation Officer at Wellpoint, Inc. Rajamannar is a proven leader in the global payments industry and led marketing initiatives in markets as diverse as India, Dubai, London, and New York. He holds a Master of Business Administration from the Indian Institute of Management in Bangalore, India and also holds a Bachelor of Technology Degree in Chemical Engineering from Osmania University in Hyderabad, India.



Ola Källenius

Daimler AG – Member of the Board of Management of
Daimler AG Mercedes – Benz Cars Marketing & Sales

DAIMLER

#35



Profile

Ola Källenius became a Member of Board of Management at Daimler AG in January 2015 and oversees Mercedes-Benz Cars Marketing and Sales. Källenius is a self-confessed “car guy” with 20+ years of experience working for the Mercedes brand. He also holds two Masters degrees in International Management and Finance and Accounting, which he earned at the Stockholm School of Economics in Sweden and the University of St. Gallen in Switzerland, respectively.



Jeff Lucas

Viacom – head of sales and marketing

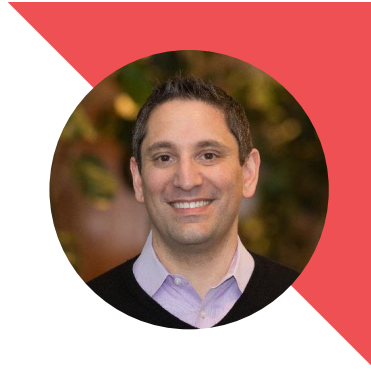
VIACOM

#36



Profile

Jeff Lucas was named Head of Sales and Marketing at Viacom in March 2015. Before assuming his current role, Lucas served as Head of Sales for Music and Entertainment Groups with the responsibility of managing advertising sales and integrated marketing for entertainment channels MTV, VH1, and similar platforms. Lucas was Executive Vice President, Advertising, Sales & Marketing for MTV Networks Entertainment Group for five years in New York where he managed advertising, sales and integrated marketing campaigns. He was also President and Head of Sales, Marketing, and Cross Platform Initiatives for NBCU Cable Group for three years prior to joining Viacom.



David Doctorow

Expedia – chief marketing and strategy officer



#37



Profile

David Doctorow is Chief Marketing and Strategy Officer at Expedia. Doctorow is an accredited leader in marketing, business development, and strategic management with a track record of building high-performance teams that deliver results. He led Expedia into a partnership with National Purchasing Partners, which allows small business owners to pool their resources together and collectively save money on travel rates. Prior to joining Expedia, Doctorow spent four years as Associate Principal, Marketing & Sales Practice at McKinsey & Company. He earned a Bachelor of Arts in International Relations at the University of Pennsylvania and also acquired an MBA at the Stanford Graduate School of Business.



Dean Evans

Hyundai Motor America – chief marketing officer



#38



Profile

Dean Evans was appointed Chief Marketing Officer at Hyundai Motor America in August 2015 and oversees all marketing and advertising activities for the automaker in the United States. Evans arrived at Hyundai after serving as Chief Marketing Officer for Subaru of America. He has over 25 years of professional experience in the automotive industry and was an important executive for several automotive digital marketing start-ups, including time served as CEO of LotLinx Inc.; Vice President of Marketing of Dealer.com, and Vice President of Marketing of Dealix.com. He is commended by colleagues as an inspiring leader with a proven track record of delivering results.



Jon Iwata

IBM – senior vice president, marketing and communications



#39



Profile

Jon Iwata became Senior Vice President, Marketing and Communications at IBM in July 2008 and has managed the company's marketing, communications, and citizenship organization prospects for the past seven years. Iwata oversees a global team of product and marketing specialists who are responsible for establishing the IBM brand as one of the most valuable in the world. Iwata joined IBM in 1984 and has previously served as Senior Vice President, Communications from 2002 until 2008. He is also a member of IBM's Operating Team, IBM's Client Experience Team, and also serves as Vice Chairman of the IBM International Foundation.



Peter Horst

The Hershey Company – senior vice president, chief marketing officer



#40



Profile

Peter Horst became Senior Vice President, Chief Marketing Officer at The Hershey Company in July 2015. Horst was added to Hershey's Global Leadership Team to oversee the company's global retail network and innovate the Hershey brand. He joined Hershey after spending 12 years with Capital One Financial and he was Senior Vice President, Brand Marketing at Capital One Financial when he parted ways with the company. Horst has nearly 30 years of marketing experience in industries as diverse as consumer packaged goods, financial services, and digital security. He earned an M.B.A in Marketing and General Management from Dartmouth College, Tuck School of Business in New Hampshire, and also acquired a Bachelor of Arts in History and Literature at Harvard.



Loren Angelo

Audi of America – director of marketing



#41



Profile

Loren Angelo is Director of Marketing at Audi of America, responsible for expanding the Audi brand across the United States and managing domestic advertising strategies. Angelo was previously General Manager, Brand Marketing beginning in 2010, and served as Communications and Advertising Manager upon joining Audi in 2008. Under Angelo's leadership, Audi developed into an influential brand across the United States. He also negotiated product marketing relationships with managers of the Super Bowl, the Emmys, and the Iron Man film franchise.



Andrea Riley

Ally Financial – chief marketing officer



#42



Profile

Andrea Riley was named Chief Marketing Officer at Ally Financial in May 2015. Prior to assuming her current position, Riley was Chief Marketing Officer at Ally's Dealer Financial Services business and was responsible for all advertising and marketing solutions. She arrived at Ally in 2006 after serving as Executive Vice President and Account Director at Campbell-Ewald Advertising where she managed multiple advertising campaigns, including Chevrolet's iconic Heartbeat of America campaign. Riley is an inducted member of the Advertising Hall of Achievement and holds a Bachelor's Degree from Michigan State University.



Syl Saller

Diageo Plc – chief marketing officer

DIAGEO

#43



Profile

Syl Saller became Chief Marketing Officer at Diageo Plc in July 2013 and is also a member of Diageo's Executive Committee. She oversees the company's global marketing campaigns including innovative strategies and designs, and is also responsible for the global expansion of the Diageo Reserve luxury brand. Prior to becoming CMO, Saller served as Global Innovation Director and managed the development, launch, and licensing of new products under the Diageo brand. She is a Harvard Business School alumnus and holds an MBA.



Steve Fund

Intel Corporation – chief marketing officer and corporate vice president



#44



Profile

Steve Fund became Chief Marketing Officer and Corporate Vice President of Intel Corporation in 2014. He oversees a broad portfolio of Intel marketing campaigns that includes the global marketing strategy, brand positioning, partner marketing, digital marketing, social media, and global communications. Fund arrived at Intel after serving nearly 4 years as Senior Vice President of Global Marketing at Staples and his professional portfolio includes 20 years of experience as a leader within several of the world's largest brands. Fund is a graduate of New York University's Stern School of Business.



Leontyne Green Sykes

IKEA North America – chief marketing officer



#45



Profile

Leontyne Green Sykes is Chief Marketing Officer at IKEA North America and is responsible for managing all domestic marketing operations, including retail customer interaction. Sykes joined IKEA in 2006 and has held various positions of leadership within the company, including US Marketing Manager and Regional Marketing Manager. Prior to joining IKEA, she was Marketing Manager at McNeil Consumer & Specialty Pharmaceuticals. Sykes attended Clark Atlanta University where she earned a Bachelor of Arts in Mass Media Arts: Public Relations and later acquired an MBA in Marketing.



Jeffrey Jones

Target – EVP and chief marketing officer



#46



Profile

Jeffrey Jones is Executive Vice President and Chief Marketing Officer at Target and is also a member of the company's executive leadership team. Jones oversees Target's corporate communications and public relations, brand and category marketing, enterprise loyalty, advertising, media, and all other marketing operations. He also founded and leads the Guest Center of Excellence, a program designed to help Target promote an empathetic reputation towards all customers. Prior to joining Target, Jones was Partner and President of McKinney before the advertising agency was acquired by Korea-based Cheil Worldwide.



Tom Peyton

American Honda Motor Company – assistant vice president, advertising and marketing



#47



Profile

Tom Peyton is Assistant Vice President, Advertising and Marketing at American Honda Motor Company. Peyton directs domestic advertising for the Honda and Acura brands, which requires managing brand strategy, media, and event marketing. He joined Honda in 2001 as the Senior Manager of Market Support and managed multiple sales and marketing channels, including sales promotion, sales training, and special marketing promotions. Prior to joining Honda, Peyton worked with DaimlerChrysler under the Chrysler Group and was Senior Manager, Interactive Marketing when he left the company for Honda.



Stephanie Linnartz

Marriott International Inc – executive vice president and chief marketing and commercial officer



#48



Profile

Stephanie Linnartz has been Executive Vice President and Chief Marketing and Commercial Officer at Marriott International Inc. since April 2013. Her reputation is that of a strategic leader with 20+ years of experience working within large, complex hospitality organizations. Linnartz has held many senior management roles since arriving at Marriott in 1997 and previously worked for the Hilton Hotels Corporation, working primarily out of Honolulu and Washington D.C. She earned her Masters Degree in Business Administration at the College of William & Mary in Williamsburg, Virginia and earned an additional graduate degree at the Norwegian School of Economics and Business Development in Bergen, Norway.



Ann Simonds

General Mills – chief marketing officer



#49



Profile

Ann Simonds became Chief Marketing Officer at General Mills in November 2014. She is responsible for managing the company's marketing activities and also heads GCom, General Mills' Marketing Communications division. Simonds has a 20+ year career working at General Mills, providing tactical leadership in managing brands such as Cheerios, Betty Crocker, Wheaties, and Yoplait. Her philanthropic leadership style led to the establishment of the "Cheerios Cheer on Reading" literacy program, and the "Bake the Change" program powered by Betty Crocker. Simonds is also an active member of the General Mills fundraising community.



Antonio Lucio

HP – chief marketing and communications officer



#50



Profile

Antonio Lucio became Global Chief Marketing & Communications Officer at HP Inc. in May 2015. He is responsible for managing the company's marketing operations, including branding, product lead generation, event marketing, and global communications. Lucio became Global CMO at HP following a two year service as Global CMO at Visa where he assisted with the foundation of Visa's global positioning and brand identity system. Lucio has 25+ years of global marketing experience and earned a B.A. in history at Louisiana State University.

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 can repeat or amplify an idea. ScribbleLive measures influence as it is demonstrated in public news, articles, blogs, 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 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 only measure the ability to garner meaningful reactions.

Acknowledgements:

Acknowledgements: Thanks are due to LinkedIn's Liz Blickley, senior insights analyst and Jason Leigh, director of insights, global marketing solutions; Research Analyst Rebecca Lieb; ScribbleLive's Kristin Berry and Lucas Espin. Illustrations by Studio Nippoldt.



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ScribbleLive

Scribblelive is not just a marketing software company. We are company that is committed to transforming the effectiveness of marketing through innovation.

Our team believes that most approaches to marketing, both digital and non-digital, are wasteful in nature and generally deliver poor outcomes. Our goal is to help our customers solve this problem by providing technologies that enable unique approaches to marketing through the use of both data science and content that deliver superior business outcomes with far fewer marketing resources.



LinkedIn

LinkedIn connects the world's professionals to make them more productive and successful and transforms the way companies hire, market, and sell. Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of the world's first EconLiomic Graph. LinkedIn has more than 300 million members and has offices around the globe.