



You know what a new CMO often signals, right? Agency and partnership shakeups. Here's your unfair advantage to reaching the right brands, at the right time.

Company/Brand	Contact	Title	VAI Score	Start Date	External Hire?	Previous Experience
Bojangles	Tom Boland	CMO	61	Mar-23	Yes	Marketing VP - Barstool Sports
Linktree	Monica Austin	CMO	49	Mar-23	Yes	Global Marketing & Communications Head - Linktree
Church's Texas Chicken	Natalia Franco	EVP & Global CMO	59	Mar-23	Yes	President & Founder - BrandMark Global
First Team Real Estate	Alison McDermott	CMO	50	Mar-23	Yes	Global Merchandising & Marketing VP - Preferred Hotels & Resorts
J.M. Smucker	Gail Hollander	CMO	55	Apr-23	Yes	President & Group Client Lead - Publicis
King's Hawaiian	Holger Kraetschmer	CMO	50	Mar-23	Yes	Consumer Foresight & Strategy - Adidas
Nissan	Marisstella Marinkovic	US CMO	55	Mar-23	Yes	Marketing Operations & Strategy Director - Kia
Scooter's Coffee	Malorie Maddox	CMO	50	Mar-23	Yes	Chief Marketing, Communications, & Strategy Officer - Blue Cross & Blue
Buffini & Company	Carl Schloessman	CMO	58	Feb-23	Yes	Chief Marketing & Operating Officer - Keyper Company
Carewell	Jason Klinghoffer	CMO	59	Mar-23	Yes	Direct-to-Consumer SVP - Cinch Home Services
Frios Gourmet Pops	Jennifer Rogers	CMO	59	Mar-23	Yes	Marketing VP - Snapology
NotCo	Fernando Machado	CMO	68	Apr-23	Yes	CMO - Activision Blizzard
Stila Cosmetics	Mary Rodrigues	CMO	60	Mar-23	Yes	GM - Supersmile
The Henry Ford	Ellen Hill Zeringue	VP & CMO	68	Mar-23	Yes	Marketing VP - Detroit Tigers
Build-A-Bear	Julia Fitzgerald	CMO	52	Mar-23	Yes	CMO - American Lung Association

Sun & Ski	Sicily Dickenson	CMO	49	Mar-23	Yes	CMO - COOP
Zoovu	Ken Yanhs	CMO	53	Mar-23	Yes	Marketing SVP - IntelyCare
Bottomline Technologies	Monica Kozak	CMO	50	Mar-23	Yes	Card Services Marketing VP - Fiserv
Charlotte's Web	Andrew Shafer	CMO	66	Apr-23	Yes	ED & Brand Marketing Head - Verizon
Chuch E. Cheese	Sean Gleason	CMO	50	Apr-23	Ye	Marketing Consultant - Independent
Fleet Farm	Kirk Waidelich	CMO	50	Mar-23	Yes	Marketing & eCommerce SVP - Rural King Farm & Home Store
GoHealth Insurance	Steve Moffat	CMO	51	Mar-23	Yes	CMO - The Savings Group
Long Drink	Kyle Bradshaw	CMO	57	Mar-23	Yes	Marketing VP - New Belgium Brewing
Serta Simmons Bedding	Guy Longworth	CMO	56	Apr-23	Yes	CMO - Farmer's Business Network
Trellix	Ash Parikh	CMO	50	Apr-23	Yes	CMO - Druva
Yieldstreet	Lea Stendahl	CMO	68	Mar-23	Yes	CMO - Suffolk Construction
Cornerstone OnDemand	Bernd Leger	CMO	51	Apr-23	Yes	CMO - Mimecast
Incredible Health	Peter Scherr	CMO	60	Mar-23	Yes	CMO - Pagaya
Life At Sea Cruises	Kari Tarnowski	CMO	71	Mar-23	Yes	Performance Marketing VP - Holiday Inn Club Vacations
Lionbridge Technologies	Menaka Thillaiampalam	CMO	50	Mar-23	Yes	CMO - Banking Circle Group
Milkshake Concepts	Matthew Smith	CMO	64	Apr-23	Yes	CMO - One Table Restaurants
Travel Nevada	Caroline Sexton	CMO	69	Apr-23	Yes	Digital Strategy VP & Partner - The Abbi Agency

Black Rifle Coffee Company	Chris Mondzelewski	CMO	59	May-23	Yes	Chief Growth Officer - Mars
Delta Air Lines	Alicia Tillman	CMO	52	Jun-23	Yes	CRO - Capitolis
Farfetch	Nick Tran	CMO	66	Apr-23	Yes	Global Marketing Head - TikTok
Kravet	Suzanne Cohen	CMO	65	Apr-23	Yes	CMO - Ironman
Levi's	Kenneth Mitchell	CMO	69	Jun-23	Yes	CMO - Snapchat

Want complete details for these decision-makers, plus more marketing contacts and budget owners at 35,000+ brands?

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