



Meet the Chief Marketing Officer

Tabata Gomez

CMO - McCormick & Company
November 2023 - Present

Fuel your new business outreach by
knowing the person behind the CMO title.

About

Tabata Gomez



Career Overview

Tabata is an award-winning marketer, innovator, strategist and forward-thinker. With broad experience in the Americas, European and Asian Markets, she is known for leading and inspiring brands, businesses and diverse teams to growth.

She is recognized for her ability to guide organizations through change while maintaining brand-building excellence, agility and operational discipline amidst competitive pressures, market expansion and evolving landscapes.

Specialities

Brand Management

Marketing Strategy

Product Development

Product Launch

Social Media Marketing

Market Planning

Business Strategy



For nearly 25 years, McCormick has forecasted global flavor trends through our Flavor Forecast report. After all this time, there is still no shortage of trends to uncover which allow us to continue to shake up the way people cook, flavor, and eat.

-T. Gomez

Work history

Tabata Gomez



McCormick & Company: November 2023 - Present
Chief Marketing Officer



Helen of Troy: May 2022 - Present
Board Member



Stanley Black & Decker, Inc.: Aug 2022 - Oct 2023
Chief Marketing Officer Tools & Outdoor

Stanley Black & Decker, Inc.: Jan 2022 - Jul 2022
President Hand Tools, Power Tools Accessories & Storage Group

Stanley Black & Decker, Inc.: Oct 2019 - Dec 2021
Chief Marketing Officer Global Tools & Storage

Stanley Black & Decker, Inc.: Jun 2017 - Sep 2019
Vice President Marketing Global Tools and Storage



Coty: January 2017 - May 2017
Vice President Marketing Development Rimmel US

Coty: Oct 2016 - Dec 2016
Vice President Global Cosmetics Innovation and Covergirl New



Procter & Gamble: Nov 2015 - Sep 2016
Associate Marketing Director Global Cosmetics Innovation



Education:

IBERO

Universidad Iberoamericana, Ciudad de México
Bachelor of Arts (BA), International Relations

In the news: articles and speaking engagements

Tabata Gomez



PR Newswire[®]

McCormick Appoints New CMO

McCormick & Company appoints Tabata Gomez as its new Chief Marketing Officer.

[Read More](#)



HARDWARE + BUILDING SUPPLY DEALER
HBS DEALER

Top Women Profile: Tabata Gomez

Tabata Gomez in her past roles, from cosmetics to power tools.

[Read More](#)



**Helen
of Troy**

Gomez in her other role as board member

Gomez on her other role as director and board member of Helen of Troy.

[Read More](#)



PhotoShelter
Brands | Stories

Tabata Gomez in her past role

Gomez talks about her secret to building a successful marketing strategy.

[Listen In](#)

Personality insights & outreach tips

Tabata Gomez

Insights provided by Humantic AI

Leadership Traits

Hard To Convince

Fast But Analytical

Quality Focused

They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical. They focus on the results, but can still be quite procedural and analytical about how to get there. They are not very likely to become strong advocates of your product or service.



Email Outreach Insights For Engagement

Subject: Precise

Example: Measurable results', '6.2% more sales' etc.

Salutation: Yes (Something formal)

Example: Use 'Hi' (along with the first name)

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'I hope that you are doing well' etc.

Emojis/GIFs:

No

Bullet Points:

Recommended

Closing line: Logically summarize/ask

Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'

Complimentary Close: Formal

Example: Something simple like 'Thanks', 'Regards' etc.

Tone of Words:

Objective, informational

Overall Messaging:

Focused on removing doubts

Email Length: Medium

Example: Ideally upto 120-130 words

Personality insights & outreach tips

Tabata Gomez

Insights provided by Humantic AI

Call Outreach Insights For Engagement

Do's:

- Keep a professional, business-like approach; especially if you tend to get informal quickly
- Help them see both - the 'big picture' impact and the ROI of the investment
- Use phrases like 'the ROI of this', 'X% more' etc.

Don'ts:

- Don't focus on relationship, focus purely on the merit of your product
- Avoid self-deprecating references or general informality, it could decrease their trust in you
- Avoid making strong statements, instead invite them to agree with you by asking them questions

Negotiating & Closing Tips

The secret to closing fast with Tabata is:

ROI matters the most to them, followed by process and finally proof of results

Will you ever get a clear answer from Tabata?

They might hesitate a little, but will go ahead and say no when necessary (or asked)

How Fast (Or Slow) Will Tabata Move?

They are unlikely to move very fast, especially when it comes to new products or services

Can Tabata Take Some Risk Or Not?

They have relatively low risk-appetite and are not very likely to go for something unproven and risky

DISC Profile: Key Traits

CS



CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.



STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.

OCEAN Profile: Key Traits

AOC



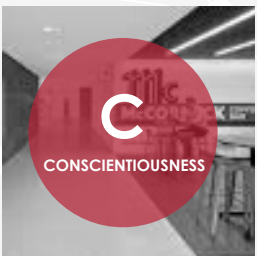
AGREEABLENESS

Agreeableness(A) reflects the degree of compassion, cooperation and general friendliness in a person. Those scoring high are mostly even-tempered, pleasant and easy to convince whereas those scoring low tend to challenge and question things and are likely to have a contrarian attitude.



OPENNESS

Openness(O) reflects the degree of intellectual curiosity, a desire to seek new experiences and a preference for novelty and variety. Those scoring high tend to be inventive, curious and open to trying new things whereas those scoring low tend to be consistent, cautious and more realistic in their approach.



CONSCIENTIOUSNESS

Conscientiousness(C) reflects the degree of self-discipline, focus on doing things in a planned manner and acting dutifully. Those scoring high are usually efficient, organized and focused whereas those scoring low tend to be easy-going, spontaneous and unreliable at times.

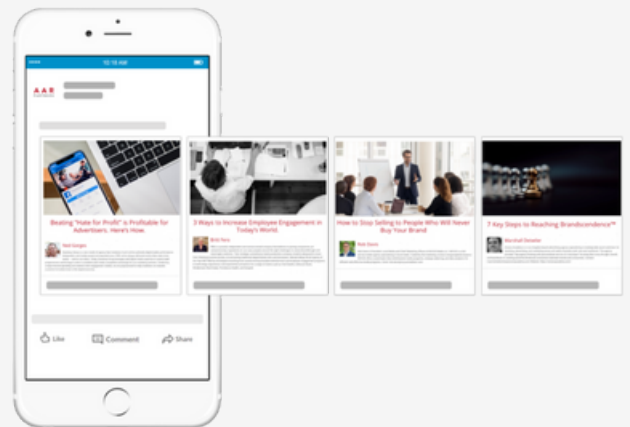
Agency Growth Program Member Benefits

These CMO Dossier's are just another perk of your AAR Partner's Agency Growth Program Membership. Don't forget to advantage of the remainder of your benefits!

Thought Leadership

Participate in writing an annual thought leadership piece which will be distributed on AAR Partner's website and social media feeds! Reach out to Lisa with a suggested topic today!

[Contact Lisa](#)



Marketing

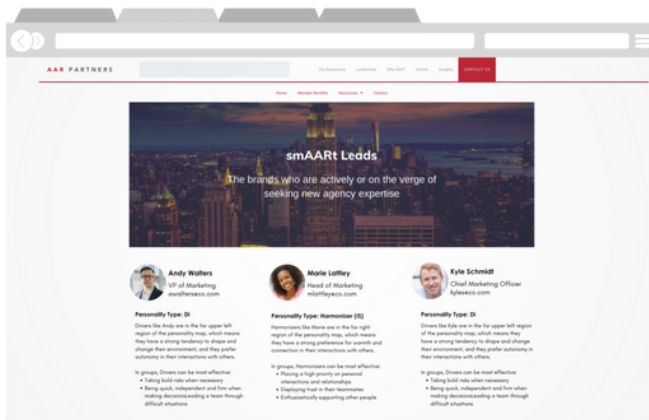
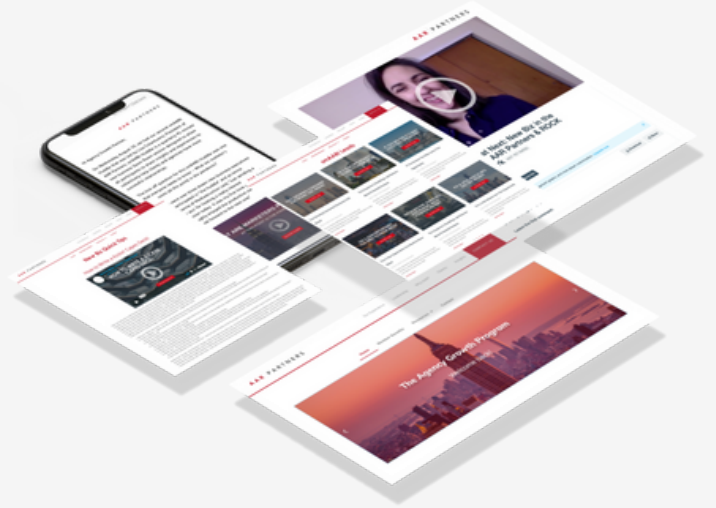
Be included in The AAR Review or our quarterly smAARt Reference Guides which are distributed to thousands of marketers. Ask Lisa about getting your agency endorsed in the next guide.

[Contact Lisa](#)

Exclusive Education

Get new biz tips, insights, quick stories and lessons learned delivered straight to your inbox. Also make sure to watch pre-recorded Lesson Sessions with insights from other experts in the field.

[Login to the resource center](#)



Leads

AAR keeps our finger on the pulse of the advertising industry so you don't have to. Check out the smART leads tab to access hot new biz opportunities.

[Get my smART Leads](#)

Consultation

Schedule up to two capabilities presentations / discussions with Lisa each year.

[Book your consultation](#)

