



Meet the Chief Marketing Officer
Frank Cooper III

Global CMO - Visa, Inc.
March 22 - Present

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

About

Frank Cooper



Career Overview

Frank Cooper has built his career leading transformative change in both scaled businesses and start-ups that are at inflection points in their growth. Leveraging data, deep cultural analysis, psychology, storytelling, rituals and applied purpose, he has been able to work across multiple industries, from entertainment and consumer goods to technology to finance. And, throughout his career, he has kept one idea at the center of all my actions: unlocking individual and collective human potential.

Specialities

Brand Marketing & Management

Digital Transformation

Strategy

Multicultural Strategy

Content Development

Content Distribution

Entertainment

“

I consider myself a marketer in the broadest sense: I seek to change things — change ways of thinking but more important, to change behaviors.

-F. Cooper III

Work history

Frank Cooper



BlackRock: Jan 2017 – Mar 2022
Senior Managing Director & Global
Chief Marketing Officer



BuzzFeed: June 2015 - Jan 2017
CMO/CCO



PepsiCo: Jan 2010 – June 2015
CMO, Global Consumer Engagement

PepsiCo: Jul 2005- Dec 2010
CMO, Sparkling Beverages

PepsiCo: Jan 2003 – Jan 2005
VP, Marketing



Aol.: 2001 – 2003
VP. Interactive Marketing



Urban Box Office Networks: 1998 –
2001
Co-Founder



Tommy Boy Music: 1996 – 1998
Senior Executive



Def Jam Records: 1993 – 1996
SVP, Business Affairs



Education:

Harvard Law School – 1987-1990
Juris Doctorate, Constitutional Law

University of California, Berkeley – 1983-1986
B.S. Business Administration



In the news

Frank Cooper



HARVARD
MAGAZINE

Being Black at Work

Frank Cooper explains to Harvard Business review what black executives really want.

[Read more](#)



ADWEEK

Visa names new CMO

Frank Cooper III named Global Chief Marketing Officer of Visa in March 2022.

[Read more](#)



MARTECHSERIES
MARKETING TECHNOLOGY INSIGHTS

Visa & PopID Partner Up

Visa and PopID Form Partnership to Launch Facial Verification Payments in the Middle East.

[Read more](#)



The Drum™

3 Actionable Insights

Frank Cooper III tells the Drum why it's essential for marketers to think like creators.

[Read more](#)

Speaking engagements & videos

Frank Cooper



Frank Cooper talks about closing the corporate value-action gap

[Watch now](#)



Frank Cooper talks about his career, law, music & business

[Watch now](#)



Frank Cooper talks brand presence & financial inclusion on TikTok

[Read more](#)

MARS WRIGLEY

Frank Cooper speaks on shaping culture, investment and ESG

[Read more](#)

Personality insights & outreach tips

Frank Cooper

Insights provided by Humantic AI

Leadership Traits

Persistent Yet Pragmatic

Thorough Professional

Considerate Leader

Can make for an empathetic manager as well as a dependable team member, although can struggle with aggressive leadership. Might take some time to make his mind up but once he does, he doesn't change it easily. Reading between the lines and seeing beyond your words comes naturally to him.



Email Outreach Insights For Engaging Frank

Subject: About impact, to the point

Something like 'Looking for a Program Manager role with high-impact?', 'Opening: VP Sales who will lead our next phase of growth' etc.

Salutation: No

Skip 'Hi', 'Hey' etc., use only the first name

Greetings: No

Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Avoid

Bullet Points:

Could use

Closing line: Reiterate challenge, formally state your ask

Something like 'If this looks like an opportunity potentially worth exploring, can I give you a call for 10 minutes tomorrow evening at 5pm?'

Complimentary close: None or standard

Something like "thanks" or nothing at all.

Tone of Words:

Confident with a formal touch

Overall Messaging:

Focus on output, accomplishment.

Email Length: Medium (250-300 words)

Personality insights & outreach tips

Frank Cooper

Insights provided by Humantic AI

Call Outreach Insights For Engaging Frank

Do's:

- Tell him about a supportive team or kind leadership, using terms like 'peaceful environment', 'understanding bosses' etc.
- Be respectful but crisp when you share details with him, don't try to tell stories.
- Focus on the challenge and growth potential in the role, highlight the measurable benefits.

Don'ts:

- Don't try to be extra friendly or social too early, be more formal instead.
- Do not make the role look easy or too repeatable. Unlike the S personality types, this repels them away.
- Skip verbosity and small talk that is not relevant, it puts them off.

Frank's Biggest Strengths

Teamwork Skills

Being a team player comes naturally to Frank.

Attitude & Outlook

Frank is an optimistic person who always brings positive energy to work.

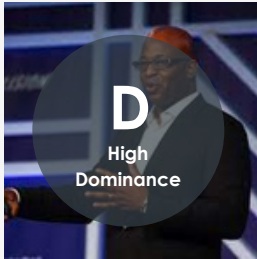
Need for Autonomy

Frank delivers best results when working with low supervision.



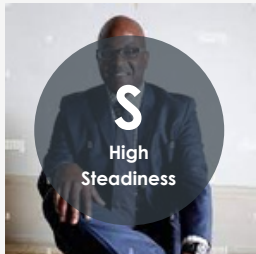
DISC Profile: Frank's Key Traits

DS



Dominance

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

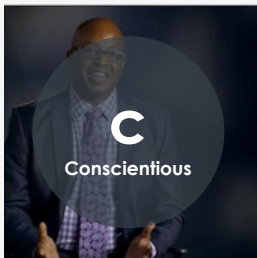


Steadiness

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.

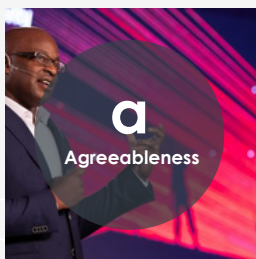
OCEAN Profile: Frank's Key Traits

cea



Conscientious

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.



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.



Extraversion

Extraversion(E) reflects the degree of assertiveness, sociability that an individual exhibits. People scoring high on extraversion tend to be outgoing, energetic and talkative whereas those scoring low tend to be reserved, quiet and thoughtful, especially in social settings.

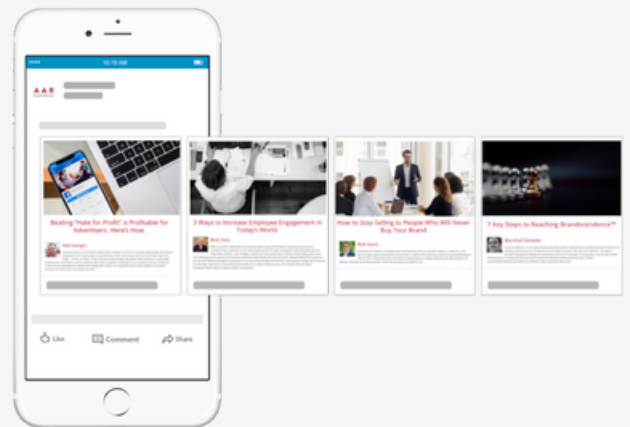
Agency Growth Program Member Benefits

These CMO Dossier's are just another perk of your AAR Partner's Agency Growth Program Membership. Don't forget to take 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

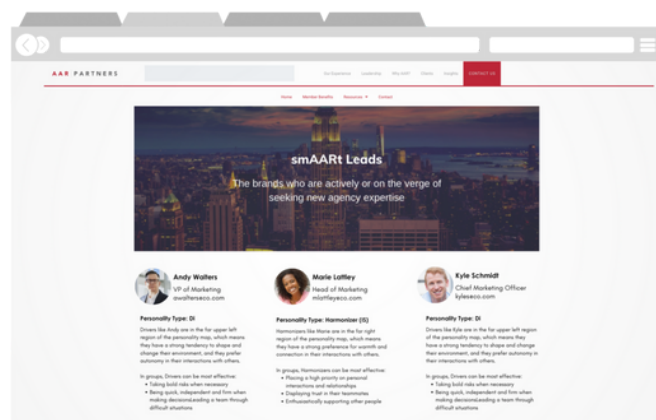
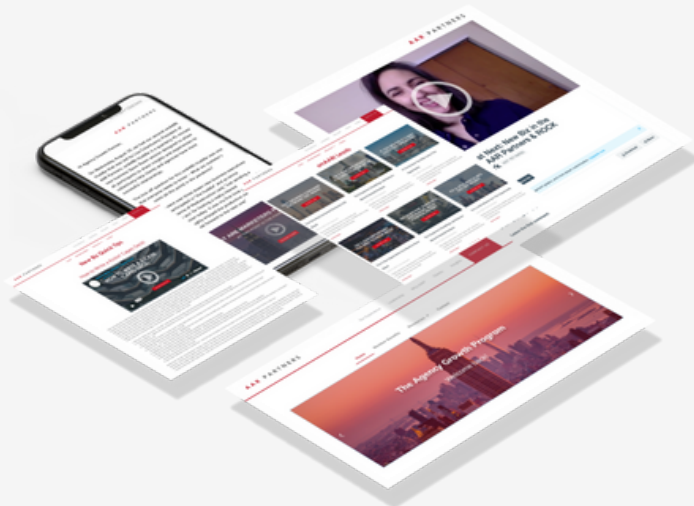
Be included in The AAR Review or our quarterly smAARt Reference Guides which are distributed to thousands of marketers. Ask Lisa about getting your agency endorsed in the next guide.

[Contact Lisa](#)

Exclusive Education

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Leads

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

Get my smAARt Leads

Consultation

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

Book your consultation

