

100 INFLUENTIAL MARKETING LEADERS

The Internationalist announces its annual list of 100 Marketing Leaders from around the world to acknowledge those executives who are influencing today's marketing concepts. These individuals are literally reinventing marketing as the industry looks to deliver relevance and responsibility to its brand values in a global business world increasingly defined by social media, mobility, analytics, "big data" and the need for worldwide growth.

Many on the list represent the world's largest multinational brands; others are inspiring people in their home markets. Most are disruptors, problem solvers, or risk-takers who demonstrate why *status-quo* just won't work anymore. All share a devotion to excellence as they further marketing standards, provide inspiration, and set the tone for an industry.

The focus of **The Internationalist** is to connect the people and ideas in international marketing through intelligence, community and influence. Since 2003, The Internationalist has honored industry pioneers who further the role of multinational marketing as *Internationalists of the Year*, *Innovators*, *Trendsetters*, *The Latin American 50*, *The Next 50*, *The Europe 50*, *The Asia 50*, *The China 50*, and *The Brazil 50*, or as winners in *The Internationalist awards for Media Innovation*, *Digital Solutions* or the *Marketing Makes a World of Difference* project.

Bringing together these individuals has created the foundation of a peer-to-peer initiative called **THE INTERNATIONALIST 1000**, celebrating the influence of the top 1% of the world's marketers. **THE INTERNATIONALIST 1000** initiative—*1000 Marketers around the World Reshaping the Future of Marketing*—in partnership with the ANA/**Association of National Advertisers** is a group of dedicated industry leaders who are reshaping our understanding of marketing's expanding role throughout the world.

Internationalist 100 This year's **INTERNATIONALIST 100** includes the following marketers:

Nick Adams, Director, Marketing Enablement—TELSTRA

Morten Albaek, Group Senior Vice President & Chief Marketing Officer—VESTAS WIND SYSTEMS

Irene Albert, IT Department Head /Global End-to-End In-Store Material Systems—PROCTER & GAMBLE

Chloe Alsop, Marketing Manager—AUSTRALIAN METRO & DUMB WAYS TO DIE

Dana Anderson, Senior Vice-President, Chief Marketing Officers—MONDELEZ INTERNATIONAL

Nayantara Bali, Vice-President—PROCTER & GAMBLE ASIA

Barbara Basney, Vice President Global Advertising & Media —XEROX CORPORATION

Phill Battersby, Chief Marketing Officer/ Enterprise Businesses—MICROSOFT Western Europe

Joe Bihlmier, Vice President Global Media—THE AMERICAN EXPRESS COMPANY

Pete Blackshaw, Global Head of Digital Marketing and Social Media —NESTLÉ

Bonin Bough, Chief Media and eCommerce Officer—MONDELEZ INTERNATIONAL

Simon Bradley, Vice President Marketing Americas—VIRGIN ATLANTIC

Kathy Button Bell, Vice President & Chief Marketing Officer—EMERSON

Douglas Busk, Global Group Director —Digital Communications & Social Media—THE COCA-COLA COMPANY

Chris Caposella, Executive Vice President and Chief Marketing Officer—MICROSOFT CORPORATION

Zita Cassizzi, Chief Digital Officer—TOMS

Roman Cepeda, Chief Marketing Officer—SAMSUNG Brazil

Fernando Chacon, Chief Marketing Officer—ITAU UNIBANCO

Julie T. Chan, Senior Director, Global Franchise Media & Agency Relations—PFIZER Consumer Healthcare

Joan Chow, Executive Vice President and Chief Marketing Officer—CONAGRA FOODS CORPORATION

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Wendy Clark, Senior Vice President, SVP, Global Sparkling Brand Center—THE COCA-COLA COMPANY

Jesper Colding, Vice President/ Head of Marketing Division—MENGNIU Dairy Company China

Beth Comstock, Senior Vice President and Chief Marketing Officer—GE

Eduardo Conrado, Senior Vice President, Chief Innovation Officer—MOTOROLA Solutions

Daniela Cordua, Global Marketing & Media Specialist—IKEA

Heather Cox, Chief Client Experience, Digital & Marketing Officer—CITI

Carmen D'Ascendis, Senior Vice President Global Managing Director Finlandia Vodka and Chambord—BROWN FORMAN

Andrea Davey, Global Vice President Marketing—TIFFANY & CO.

Roel de Vries, Corporate Vice President, Global Head of Marketing and Brand Strategy—NISSAN

Allison Dew, Vice President Global Marketing—DELL

Ricardo Dias, Global VP, Consumer Connections—ANHEUSER-BUSCH InBev

Luis Di Como, Senior Vice President Global Media—UNILEVER

Michael Donnelly, SVP, Group Head Global Digital Marketing—MASTERCARD WORLDWIDE

Trevor Edwards, President—NIKE Brand

Andrew England, Executive Vice President and Chief Marketing Officer—MILLERCOORS

Martyn Etherington, Chief Marketing Officer—MITELE NETWORKS

Russell Findlay, Head of Marketing—HISCOX

Kieran Foley, Group Marketing Director—DIGICEL & Founding Architect—Caribbean Premier League Ltd

Vittoria Gambirasi, Global Marketing Excellence Manager—NESTLÉ

Gerardo Garcia, Global Group Director, Marketing Technology Platforms, Global Marketing & Commercial Leadership—THE COCA-COLA COMPANY

Mary Gerzema, Vice President Global Media—THE ESTEE LAUDER COMPANIES

Katy Giffault, Vice President Global Consumer Insights & Consumer Care—
HASBRO, Inc.

Jack Haber, Vice President, Global Advertising and Digital—COLGATE-PALMOLIVE

Kathleen Hall, General Manager, Global Advertising & Brand Marketing Windows—
MICROSOFT

Mara Hannula, Vice President, Global Brand Marketing—MARRIOTT
INTERNATIONAL

Jason Hill, Global Head of Media—BLACKROCK

Per Hjuler, Senior Vice President-Innovation & Consumer Marketing—The LEGO
Group

David Hoffman, President—High Growth Markets—MCDONALD'S

Mark P. Ingall, Managing Director/Head of Global Strategic Media—CITI

Brad Jakeman, President, Global Beverages Group—PEPSICO

Ben Jankowski, Group Head of Global Media—MASTERCARD WORLDWIDE

Johan Jervoe, Global Group Chief Marketing Officer—UBS

Fernando Julianelli, Director of Marketing—MITSUBISHI MOTORS of BRAZIL

Liz Kamaruddin, Senior General Manager/Group Strategic Communications—
PETRONAS

Chris Keith, Global Marketing Director, Always Discreet—PROCTER & GAMBLE

John Kennedy, Chief Marketing and Communications Officer—XEROX
CORPORATION

Jill Kluge, Global Director, Brand Communications—MANDARIN ORIENTAL HOTEL
GROUP

Rob Langtry, Global Chief Strategy and Marketing Officer—AUSTRALIAN WOOL
INNOVATION/ WOOLMARK

Esther Lee, Executive Vice President, Global Chief Marketing Officer—MET LIFE

Kristin Lemkau, Chief Marketing Officer—JPMORGAN CHASE

Alison Lewis, Global Chief Marketing Officer—JOHNSON & JOHNSON

Ann Lewnes, Senior Vice President, Chief Marketing Officer—ADOBE

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Gerardo Llanes Álvarez, Executive Director of Marketing—MEXICO TOURISM BOARD

Amy Lou, Global Brand Director—HUAWEI Consumer Business Group

Christina Lu, Senior Director, Marketing—JOHNSON & JOHNSON Consumer Care China

Michaela Maerkl, Director Marketing Communications—GE GERMANY

Oliver Maletz, Head of Connections Planning, Media & International Communication—VOLKSWAGEN AG

Sarah Manley, Chief Marketing Officer—BURBERRY

Rob Master, Vice President, Global Media Americas and Europe—UNILEVER

Marc Mathieu, Chief Marketing Officer—SAMSUNG US

Jennifer McCarthy, Vice President Global Brand Design—STARWOOD HOTELS & RESORTS WORLDWIDE

Nadine Karp McHugh, SVP Omni Media, Strategic Investments and Creative Solutions—L'OREAL

Vineet Mehra, President of Global Marketing Services—JOHNSON & JOHNSON

Lee Nadler, Director, Marketing Communications Manager—MINI USA

Olga Osminkina-Jones, Vice President Marketing—DANONE WATERS of AMERICA

Steve Pacheco, Managing Director of Advertising —FEDEX

Tony Palmer, President, Global Brands & Innovation—KIMBERLY-CLARK CORPORATION

Ricardo Perez Baez, Global Marketing Communications Director—GRUPO BIMBO

Teresa Poggenpohl, Managing Director Global Image—ACCENTURE

Marc Pritchard, Global Brand Building Officer—THE PROCTER & GAMBLE COMPANY

Stephen Quinn, Executive Vice President and Chief Marketing Officer—WALMART

Babs Rangaiiah, Vice President Global Media Innovation & Ventures—UNILEVER

Roberto Ricossa, Vice President & Managing Director, Latin America—ARUBA NETWORKS

David Roman, Chief Marketing Officer—LENOVO

Clayton Ruebensaal, Vice President, Global Marketing Transformation—THE AMERICAN EXPRESS COMPANY

Bob Rupczynski, Vice President—Media, Data & CRM—KRAFT FOODS GROUP

Américo Campos Silva, Global Marketing Manager—SHELL BRANDS INTERNATIONAL

Shiv Singh, SVP Global Head of Digital & Marketing Transformation—VISA, Author of Social Media Marketing for Dummies

Clive Sirkin, Vice President & Chief Marketing Officer—KIMBERLY-CLARK CORPORATION

Alexander Sneen, Global Marketing Director—Finlandia & Chambord, BROWN-FORMAN

Jim Speros, Executive Vice President, Corporate Communications Services—FIDELITY INVESTMENTS

Simon Sproule, Director of Marketing & Communications—ASTON MARTIN

Marc Strachan, Vice President, On-Premise Strategy and Multicultural Marketing—DIAGEO North America

Hesham Tahssin, Deputy Chief Marketing Officer, Middle East & North Africa—KFC (Americana Restaurants)

Kozo Takaoka, President & Chief Executive Officer—NESTLÉ JAPAN

Thomas van Schaik, Global Brand Director—ADIDAS

Colin Westcott-Pitt, Vice President Marketing, Global Brands & Innovation, Africa & Middle East—HEINEKEN

Rodney Williams, Senior Vice President Marketing—MOET HENNESSY USA

All realize that the business of marketing is being rewritten every day.

Highlighting the *people and ideas* behind today's breakthrough marketing programs is at the heart of **The Internationalist's** mission.

We hope that all of these executives will remain a vibrant part of this community for years to come, and join us in our larger **INTERNATIONALIST 1000** endeavor with the ANA.



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