

# the internationalist

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## Meet Today's Agency Innovators

**Emerson's Kathy Button Bell on Being Purpose-Led & Profit-Driven**

**Vodafone's June Sugiyama Empowers Women & Girls through Tech**

**Sonsoles Gonzalez Advocates Better, Not Younger**

Photo by Diego PH on Unsplash

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## ABOUT THE INTERNATIONALIST

**The Internationalist** connects **people and ideas** in international advertising, marketing and media. Now in its ninth year, it is a trusted source for international best practices and is dedicated to the business needs and challenges of international marketing professionals as they participate in multinational branding and campaign building. The Internationalist is IN PRINT, ONLINE and IN-PERSON—through Think Tanks, Awards and Summits—all to better serve the needs of this community.



## Innovation and Reinvention Go Hand in Hand

*Publishing The Internationalist's annual list of AGENCY INNOVATORS, always turns our thoughts to the concept of innovation... and how its meaning can subtly change to reflect cultural associations and the evolution of business thinking.*

*While this year's INNOVATORS are all quite distinctive, they are connected through a commitment to reinvention. They are not only thinking about technology, agency models, and consumers in new ways, they're ensuring that teams thrive in a work-from-home world. Interestingly, their ethos of reinvention is also leading to growth for the organizations these INNOVATORS represent-- as speed and flexibility become the norm.*

*The implications of this are profound—from how we consider talent in a world where remote work has made dramatic advances to how businesses reexamine their growing responsibilities to people and planet, while accelerating their shifts to profitable AND sustainable models.*

*It has been said that, historically, crises have proven to be "adrenaline for innovation." And while no one is looking for another pandemic to stimulate new thinking, we are seeing some positive changes in respond to the terrible COVID crisis. Necessity and urgency have led to many new solutions, different behaviors, and even new mindsets.*

*Amid all this, we should not forget the power of business in making a difference. Business transcends national boundaries, and it has the resources, means of distribution and human capital to help create change at scale. And who better than marketers can help communicate the importance of such reinvention?*

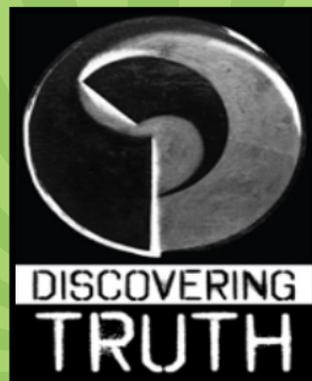
*Deb Malone  
Founder*

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# BRILLIANT, TIMELY PODCAST.



*“Never has the concept of ‘truth’ been so challenged. This series provides practical advice on how to distinguish truth from fiction.”* — John Pepper, Former Chairman P&G and Disney

*“Tim Love’s good and noble effort, sorely needed in this day and age. Give this series a listen and learn more.”* — Steve Pacheco, President & CEO American Advertising Federation

*“Truthfulness is the foundation on which human relationships are built. Now more needed than ever.”* — Paul Polman, Co-founder & Chair IMAGINE, Former CEO Unilever

*“This comes at a critical time when social media is relied upon more than ever, but is full of lies, hate and fake news that result in political, as well as commercial injury.”* — Wally Snyder, Executive Director, Institute for Advertising Ethics

**This series of 30 episodes examines the difficulty of determining truth in a Twitter-World of heightened social media information, big data, fake news, foreign propaganda, hacks and lies. Top communications professionals discuss influences of new communication technologies and provide useful suggestions to better determine truth.**

# THE INTERNATIONALIST NAMES 25 AGENCY INNOVATORS

In Collaboration with:



eSSENTIAL Accessibility's platform ensures that purpose-driven organizations enhance the CX for people with disabilities and meet regulatory requirements. They help INNOVATORS reach a market of over 1 billion consumers around the world through digital accessibility compliance.

Thanks to your nominations, The Internationalist has selected our annual list of AGENCY INNOVATORS-- those individuals who are making a difference in how we perceive brands and how we work amid new marketing structures. Twenty-five men and women throughout the world were chosen from industry nominations.

If one word could characterize the connection among such distinctive talent, it would be “reinvention.” This year’s INNOVATORS are not only thinking about technology, agency models, and consumers in new ways, they’re ensuring that teams thrive in a work-from-home world. Interestingly, their ethos of reinvention is also leading to growth for the organizations these INNOVATORS represent-- as speed and flexibility become the norm.



**Madonna Badger,**  
Founder &  
Chief Creative  
Officer at  
Badger &  
Winters.

Madonna Badger has dedicated her life and her NYC-based ad agency to improving how women are represented, served, and hired by her industry. She also believes that disruptive creativity can be a force for positive change in the world.

Madonna’s innovative approach challenges cultural conventions and provokes genuine emotions around things that really matter. She has acted to understand the “new normal” of working in a pandemic, while she continues to take stock of the work she

does and the value it creates for clients to provide innovative, strategic, and creative solutions. Creating disruptive work has always been at the heart and soul of Madonna — and she believes brands need to innovate through action, not intention. To that end, she has pushed production boundaries to develop breakthrough creative work for major clients, including Zales, Dick’s Sporting Goods, P&G, and Beautyrest.

Prior to founding Badger & Winters at the age of 29, Madonna began her career at Esquire and Madame Figaro in Paris, before launching the first issue of Allure. In 1990, she joined Calvin Klein, and her work on the Mark Wahlberg and Kate Moss campaigns for the launch of CK One helped to reinvent the company.



**Jared Belsky,**  
CEO of 360i.  
Jared epitomizes  
how intelligence  
and dedication  
can work to  
redefine the

modern agency, particularly when one begins with early brand experience and evolves through an organization. His alchemy combines culture, technology, data, and creativity.

During his 10-year tenure, Jared has helped 360i’s clients capitalize on industry change, while leading the agency’s growth, guiding product development and overall strategic direction, and overseeing 360i’s Media practice. As CEO, he leverages his integrated vision to redefine the modern agency model to drive innovation at scale on behalf of client

## ABOUT AGENCY INNOVATORS

**INNOVATORS** are critical to moving our business forward. They have the rare ability to rethink current notions of brand building by simplifying complex processes, encouraging collaboration, managing risk while working in the midst of fast change, keeping sight of “the big idea” as they are informed by data, and championing multinational strategy by putting customers first. INNOVATORS underscore how breakthrough thinking knows no bounds of geography, age, company size, or title within today’s agency organizations.

A committee-- comprised of past INNOVATORS, The Internationalist Board, and its editorial team-- voted on the merits of each candidate, while also taking into consideration the number of nominations for each individual.

The Internationalist has a long tradition of naming AGENCY INNOVATORS from around the world. Since 2006, we have named more than 400 individuals as INNOVATORS. Nearly all have continued in their careers; many have founded new companies or taken on extraordinary roles with expanded responsibilities.

partners. Jared has spearheaded 360i's industry-leading expertise in Voice, including the development of Voice Search Monitor (VSM) software that reverse-engineers algorithms used by the most prevalent Voice platforms to help brands stay top-of-mind in all forms of discovery. Before he was CEO, Jared served as the agency's President for five years and cultivated a client-first organization, overseeing 360i's global Search, Analytics and Media (Display, Programmatic and Paid Social) practice.

Prior to joining 360i, Jared had over a decade of digital marketing experience, which includes the launch of a new CPG brand, managing the integrated media budget for Coca-Cola's Fanta brand, and working in media buying and account roles as one of the first employees at Avenue A (now Publicis Sapient).



**Libby Brockhoff**, Co-Founder & CCO of Odysseus Arms. Libby has overturned the traditional

concept of an agency by building a collaborative, diverse, and results-driven company in 2011—named after the hero who invented the Trojan horse—to reflect quantum changes within the industry. She also developed a new creative and strategic approach called ThirdEye™, a one-of-a-kind methodology that yields unprecedented results for her clients.

Her role as an industry disruptor

began in London where she co-founded renowned agency Mother at the age of 27 and lead the company to considerable success including being named Campaign's "Agency of the Decade." Throughout her career, Libby crafted advertising strategies for Silicon Valley tech giants like Facebook, Microsoft, and YouTube. She has also influenced cultural issues by directing the reframing of the transgender narrative as the creative visionary behind the launch of Caitlyn Jenner's on-air image and activated Amnesty International supporters to help Obama's Arms Trade Treaty pass in the United Nations.

And who would believe that her first job was a as bookkeeper?



**Keith Cartwright**, Principal of CARTWRIGHT. Keith Cartwright is the energy behind some of

today's true breakthrough messages like Procter & Gamble's "The Choice" -- a partnership between Cartwright and Grey that highlights a meaningful corporate response to today's social issues. CARTWRIGHT launched in 2020 with backing from WPP and works in collaboration with Grey Group.

Keith believes that advertising hasn't lost its way or become irrelevant. He says, "We take in more information in a day than our parents did in a lifetime. People aren't sitting around waiting on your ad to come out. This requires a different type of creativity that is bold and audacious in order for you to pay

attention, inspire you to share and entice you to want more.

He will also continue as Co-founder of SATURDAY MORNING, a non-profit creative collective founded by ad executives in 2016 who came together to create ideas that bring awareness to and shift perceptions on racial bias, and injustice. Keith was previously the CCO and Founder of Union Made Creative garnering awards and attention throughout its client roster, including Nike, GE, and Lego. Prior to UNION, he was SVP GCD at the Martin Agency and Global CD at Wieden+Kennedy, where he led the Jordan Brand, Nike Canada, and Nike New York.



**Camilla Harrison**, CEO & Partner of Anomaly London. With six years at the helm, Camilla

has transformed Anomaly London into a vibrant, talented agency with highly acclaimed work. It is a shop that has grown dramatically—even amid a lockdown.

Camilla has run Anomaly London since 2014, and in that time she but has taken the agency from a staff of 11 to more than 100, while has driving innovative creative and purpose-led work, including the highly regarded anti-obesity campaign for Cancer Research UK. Once considered a U.S.-centric shop, Camilla transformed the agency to a strong London player. She also cultivated the kind of talent that could compete for global assignments,

which resulted in business from Vodafone, Johnnie Walker, Unilever and Mini.

She joined Anomaly from M&C Saatchi. Previously Camilla worked at Leo Burnett and Wieden+Kennedy and got her start in the business in 1994 at WCRS.



**Gail Heimann**, President and CEO of Weber Shandwick. Gail is an advocate of addressing the toughest

problems and issues of clients across the globe in a way that delivers measurable, positive impact, while managing to keep Weber Shandwick in the top echelon of leading PR agencies.

Gail has spent the better part of her career at the epicenter of solving through idea-creation. She brings a relentless pursuit of ideas that touch, move, build, transform and deliver results. In recent years, Gail has accelerated innovation and activation across the firm's global practice areas, with a particular focus on its digital services and analytics operations. Gail has helped to build brands and burnish reputations for organizations across the industry spectrum – from the technology and finance sectors to food & beverage and healthcare.

Under Gail's leadership, Weber Shandwick has won nearly 100 Cannes Lions in partnership with leading brands around the world.

**Pete Kim**, CEO and **Chris Martin**, COO of MightyHive. While Pete and Chris met during their early roles at



Yahoo, they never underestimated the fundamental shift in media today. Consumers expect more relevance from media when they can access content anywhere at any time, yet the complexity of the ad tech ecosystem have left many marketers at a disadvantage. They co-founded one of the world's largest and fastest growing programmatic ad agencies to help marketers take control via a privacy-first data strategy, business transformation and digital media services.

As CEO and Co-Founder of MightyHive, Pete Kim works with some of the world's largest advertisers across every industry vertical to improve digital marketing strategies and help them harness the power of programmatic. Previously, Pete was Head of Business Development for Google's Media Platforms, and prior to that role, he served as Director, Product Manager and GM of Dynamic Advertising at Yahoo! where he pioneered the use of dynamic creative for marketers. Pete earned his undergraduate degree in Biomechanical Engineering at the UC Berkeley and his MBA from the Wharton School of the University of Pennsylvania.

As COO and Co-founder of MightyHive, Chris Martin is responsible for day-to-day operations and continues a 14-year track



record of building and leading successful Operations and Client Services organizations across digital advertising and marketing companies. A respected leader in finance and accounting, Chris previously held key executive positions at Yahoo! including Chief of Staff to the Controllershship, helping to oversee the company's \$6B P&L, and Director of Targeting Operations for Yahoo!'s \$200M Dynamic Creative and Audience Targeting Ad Products. He received his BS Computer Engineering from Lehigh University and his MBA from the Wharton School of the University of Pennsylvania.



**Victor Knaap** and **Wesley ter Haar** lead

MediaMonks, the global creative digital content production company that has been growing exponentially—both organically and through S4 acquisitions. Despite the expansion, both Victor and Wesley remain level-headed as they continue to focus on crafting award-winning work for brands and businesses at the intersection of creativity and technology. Their success is the stuff of legend—from starting in a rent-free hotel basement in Hilversum, the Netherlands with four employees and creating websites for friends and family to thousands of employees in dozens of the world's cities, as well as acclaim as the first company ever to

receive 250 FWA awards (FWA stands for Favourite Website Awards and was established in May 2000 in England.)

Perhaps the secret of MediaMonks is that they have proven the benefits of being willing to evolve. As a result, they have built a wide range of digital solutions and experiences for their clients over the years. While they began their journey as a boutique design shop, they soon took on the challenge of becoming a creative digital production company-- delivering websites, games, and films for the clients, as well as for ad agencies who recognized the value of their services.



**Josh Krichefski**, Global COO and CEO EMEA of MediaCom. Every good leader should be a role model and Josh

Krichefski has been that example-- not just for MediaCom, but also for the wider business community when it comes to de-stigmatizing mental health.

Josh joined MediaCom in 2011 to take the role of EMEA COO. He was named COO of MediaCom UK in 2013, before becoming CEO in 2016. During this time, he helped MediaCom UK secure No. 1 global agency status in both the WARC Media Ranking and the RECMA Vitality report, in addition to winning and retaining an array of top accounts.

In line with the agency's philosophy of People First, Better Results, he also championed programs that improve life at MediaCom, resulting in the lowest staff churn for years. These

include the launch of the Mental Health Allies, activities around Pride and Mental Health Awareness Week, the introduction of empathy ambassadors, unconscious bias training, diversity surveys and Conscious Leadership training for the top 65 leaders in the business.



**Arun Kumar**, SVP, Data and Insights, of Hero Digital. Arun Kumar believes it is his responsibility to

reframe every client problem through a human lens, which drives his mission to deliver more customer loyalty and business increases for the clients of this fast-growing independent customer experience agency.

While Arun's role is to lead data strategy insights and capabilities for the agency, it seems that there are few current challenges that he cannot navigate. From media measurement through multi-touch attribution and media mix modeling to creative and content measurement to data management strategy to leading and inspiring teams— all with the ultimate mission of creating customer experiences that matter enough to generate business growth for clients.

Arun took on his role at Hero Digital in late 2019. He joined the independent agency from Wunderman Thompson New York, where he served as Co-Chief Data Officer. Prior roles include Global Head of Analytics for Razorfish/Publicis Team One's Citi unit, along with seven and a half years at Razorfish, most recently as Group Director, Data Science.



**Bruno Lambertini**, CEO of Circus Marketing. Bruno has staked his career on the belief that

emotions are driven by data. He co-founded Circus in 2005 in Mexico City as an "audience first - client first" digital agency, which has grown to 8 offices throughout Latin America, the US and Southern Europe. In 2020, the Circus team of 350+ merged with MediaMonks as part of S4's global content practice to further its future agency model.

He believes the agency's cross-cultural perspective makes it easier to connect with people through storytelling, which fuels immersive and integrated experiences across all platforms. Circus has worked with an extraordinary number of high-profile companies including Netflix, Spotify, Uber, Google, Warner Bros Pictures, Kayak, Facebook and California Lottery to increase their overall advertising performance.

Under Brunos's leadership, Circus Marketing has won more than 100 awards including BEST INDEPENDENT AGENCY at el Ojo de Iberoamérica, BEST AGENCY at IAB Mixx, as well as numerous Cannes Lions between 2012 and 2019. Most recently, Circus earned a spot on Adweek's Fastest Growing Agency list and was ranked #76 on the Inc. 5000 Series list of the fastest-growing private companies in California. Today, Bruno Lambertini serves as CEO of US Multicultural, Southern Europe, Latam at MediaMonks, while maintaining his position on numerous boards and involvement in non-profit organizations.



**Joe Maceda**, Chief Instigation Officer, USA of Mindshare. Joe's role was created because of the wide breadth of

innovation he was bringing to clients and teams-- from his "Media Dystopia" to the Mindshare Recovery Dashboard to COVID Insights Tracking Study to an in-house neuroscience lab to Invention+, a dedicated agency unit within Mindshare that brings the concept of "media-as-creative" to life.

During the pandemic, when everything seemed so uncertain, Joe architected a special COVID edition of Media Dystopia, seeking to guide brands on what the consumer and media landscape might look like further down the road, or post-pandemic. Some of his predictions and hypotheses have already come true, such as the increased adoption of contactless payment, and the significant localization of data targeting strategies.

Joe doesn't just inspire clients; he pushes for provocation, while challenging Mindshare teams internally every day. Or as he puts it: "It's not just the pandemic that has forced massive disruptions for our clients—so many brands were already facing massive changes in their industries or categories before, in areas such as ecommerce, automation, DTC brands, and more. Innovating in media is often a way to lead the charge in transformation in their categories and to keep from being left behind."

He adds: "A lot of times people think that varying levels of digital maturity in a market is the biggest driver of

innovation, when in fact, it's more cultural. The challenge here is the opportunity—finding cultural themes that are universal across different markets but have completely different applications or moments through which those could be applied."



**Nick Miaritis**, EVP at VaynerMedia. While Nick is tasked with leading key brand

partnerships, accelerating growth, and deploying new agency capabilities, he is also dedicated to driving "ideas from everywhere" to create breakthrough work like Planter's "Death of Mr. Peanut" Super Bowl campaign. Nick is passionate about technology and finding new ways to tell stories on new platforms that are attracting greater consumer attention. Plus, he's a believer in the power of creativity to transform brands.

He joined Vayner in 2018 and is driving "end-to-end models" through creative, media, strategy and production capabilities working in concert to develop more contextually relevant ideas and drive business results. Prior to VaynerMedia, Nick spent 12 years at Saatchi & Saatchi, where he worked around the globe with many of the agency's leading clients and led teams that created some of the most recognized campaigns in the industry including the Grand Prix winning "It's a Tide Ad" and Miller High Life's "One Second Ad."

Nick has an entrepreneurial background, having grown up working in the restaurant and hotel business with his

family. He is also the co-founder of the popular trivia app, FleetWit and payments platform Prizeout.



**Matt Rednor**, Founder + CEO at Decoded. Matt believes that brands shouldn't trade creativity for performance.

With the principle of helping clients Make Good Choices, aptly named Decoded focuses on revolutionizing advertising through intelligence. And now with backing from S4, there's no question that this new model will continue to flourish.

Decoded Advertising began in 2014 as the first truly integrated creative, tech and media ad agency designed to drive better performance for brands by uncovering the levers that actually produce powerful ideas. Matt wanted to build an agency that reflected the changing landscape and needs of clients, from scratch, as opposed to band-aiding the problem. He cherry-picked his team to bring in new perspectives, traditional skill sets, but futurist mindsets to surround himself with those who would challenge every marketing convention they've ever seen.

Previously, Matt was the Chief Strategy & Innovation Officer at MRY, where he shaped the vision and service offerings for one of the world's premier digital and youth marketing agencies. Prior to MRY, Rednor worked his way up through BBDO, helping to manage some of the visible global campaigns for P&G's Gillette and served a stint at smaller innovative experiential marketing company, Cunning, as strategy lead.



**Danny Robinson**, Chief Creative Officer of The Martin Agency. Over the course of 16 years, Danny

Robinson has worn several hats at The Martin Agency from Creative Director to Chief Client Officer to CCO. During the pandemic, the agency retained all clients, while Danny also managed to actively chair Richmond's local food bank, Feed More.

Danny's varied talents are extraordinary—a creative director with an M.B.A. and passion for business, a part-time stand-up comic for 10 years, and the co-founder of an independent agency with an understanding of pop culture. Such experience is at the root of why he can bridge so many agency departments and functions seamlessly... and successfully.

Before joining The Martin Agency in 2004, Robinson co-founded Vigilante, his own creative shop and served as its chief creative officer where he helped develop the Pontiac giveaway integration with the Oprah Winfrey Show-- (276 audience members on the program were given Pontiac G6s). During his time there, Vigilante was awarded the AAAA Multicultural Agency of the Year Award two years in a row, runner-up in its third year and was nominated the subsequent two years. His work for General Motors' Pontiac brand and Snapple's Mistic earned several London International and Mobius Awards. His work for Heineken won an ANA Multicultural Excellence Award.



**Ed Rogers**, Co-Founder of BeenThereDone That (BTDT). At a time when everyone is talking about

new agency models, Ed Rogers has proven that harnessing the minds of people who have literally been there done that matters. BTDT solves brand problems through a global community of some of the world's best thinkers across 25 markets.

Ed Rogers believes that harnessing the finest creative and strategic talent in the world will take any brand further, faster. Members of the BTDT community have been carefully selected, which means that everyone has "done their 10,000 hours and has a minimum of 20 years' experience."

BTDT, launched in London in 2014, and has now expanded into the US with a New York office led by Ed and North American director Lee Roth. In fact, the model that BeenThereDoneThat has established is enabling some of the world's biggest brands to solve critical problems in a more immediate time frame... which could be in just one-week! Experienced thinkers and doers in an entrepreneurial environment are a winning formula for constantly developing new products and ideas that will have a positive impact on a client's success.

Who said you can't buy experience? And what global marketer wouldn't want fast-turnaround go-to-market strategic and creative thinking? Kudos, Ed Rogers!



**Ray Romero**, Executive Managing Director of Hearts & Science. Ask Ray about the many

skills he brings to data-driven agency Hearts & Science, and he'll admit to balancing equal parts of left and right brain abilities. And while he's passionate about creating innovative solutions that drive business growth, it's also clear that his humanistic approach to leadership, team management and client service adds to his success.

With more than 20 years of digital, multi-media, operational and technology experience, it's easy to understand why Ray is considered a transformational change agent as he balances client demands, agency needs and the priorities of publishers or technology companies. He focuses on designing inclusive environments that promote collaboration and ensures that everyone has a voice.

His role at Hearts & Science is a natural fit, particularly in our world of personalized digital marketing, where brand strategies require with real-time insights, A data-driven marketing agency with expert media planning and buying capabilities not only brings out the best of Ray's capabilities but enables him to develop new talent while moving the agency and its clients forward.



**Adam Potashnick**,  
COO of  
MediaCom  
New York.  
Adam led  
the agency

through 2020 with growth, as well as phenomenal results for its clients and for its people—ensuring that all employees retained their jobs through a crisis year. His accomplishment lies in mobilizing the right team to deliver the right solution at the right time.

Adam saw the pandemic as a time of deep business reflection that had to lead to positive transformation. As a result, MediaCom quickly invested in AI, data, and tech-led creative capabilities, while pushing further into multicultural initiatives. Plus, the agency rolled out programs to support its people—ensuring that even at home, everyone felt part of the team, connected to a vibrant culture with new opportunities to shine in all-agency town-halls or during new business presentations.

Innovation, for Adam, means “the adoption of technology at the rate of – or even ahead of - our consumers.” He also believes that for a brand to stay relevant, an agency must reduce the space between innovation and execution. Accelerated speed today may be a tall order when everyone is trying to deliver solutions faster; however, Adam Potashnick looks for those moments when something is inspiring, original, transformative, but also feels natural, obvious, or absolutely right. That he says is the “innovation alchemy that compels us to think and activate.”



**Barry Wacksman**,  
Co-Founder &  
Chairman of  
Proto. Barry is  
an extraordinary  
pioneer in

digital transformation and connected ecosystems. He now leads the innovation and design consultancy startup that is already highlighting how new relevance and meaning is possible for brands in a rapidly changing world.

Perhaps it comes as no surprise, then, that after 21 years at R/GA, Barry and his team created Proto as a new innovation consultancy that helps companies in the face of disruption. The agency’s *raison d’être* is to help incumbents and startups understand what makes them meaningful and create new relevance in rapidly changing contexts. A believer that adoption and scale are the most important metrics for innovation, Barry Wacksman always strives to enable real change within organizations.

Barry started his career in the digital agency business in 1994, joining R/GA in 1999 to lead business development and corporate strategy. Under Barry’s leadership, R/GA grew from a company of 45 staff in a single office to a global network of 18 offices and 2,200 staff. He was instrumental in winning many of the firm’s key clients, including Nike, Johnson & Johnson, Verizon, L’Oreal, Nokia, Goldman Sachs, Walmart, MasterCard, Google and Samsung. He is also the co-author of *Connected by Design* (John Wiley & Sons, 2014). The book

details the seven key principles of the strategy, and was selected for Gary’s Book Club at the 2015 Consumer Electronics Show.



**Matt Weiss**,  
President of  
Huge Brooklyn.  
With a passion  
for work  
that elevates  
the human

experience, Matt has not only stepped into the role of President with ease, but Huge Brooklyn’s launch of AIG’s new brand platform, “We see the future in you” was a masterful and moving acknowledgment of today’s new work from home ethos.

His obsession is to do great work that elevates the human experience, while also focusing on building a team-oriented culture of winning. That spirit has caused Matt to help Huge win over 50 new clients over the last few years.

With over 25 years in the industry, Matt is trained in both strategy and account management, but has excelled in creating unified brand experiences rooted in creativity, data, and technology.

Before Huge, Matt served as global chief marketing officer and global chief revenue officer at Havas. He was also chief of staff at MDC Partners agency, KBS, and spent more than 15 years at McCann, putting together an impressive run of wins and awards and making the agency one of the true powerhouses in the industry.



**Juan and Lanya Zambrano**, Founders of Firewood. Both Juan and Lanya adhere to a basic rule: “good people are good business.” While they grew to become the largest independent agency in



Silicon Valley by building extensive alliances with some of the world’s best-known technology brands, they often function like an in-house team in their client relationships. This deeply collaborative way of working led to partnership with S4 in 2019.

Lanya started Firewood in 2009—and her husband, Juan, joined her soon after—with the idea of creating a very different kind of agency, one that would offer its clients transparency, flexibility, and a better way to collaborate, as well as a model that focuses on speed, quality, and value. She believed this would simply lead to better work. And it has delivered through its partnerships with top tech brands, startups, and Fortune 500 companies—including Google, LinkedIn, Facebook, Salesforce, Cummins, and others.

Firewood has also been consistently rated as a great place to work, and a key element in the Firewood culture is a sense of social responsibility or giving back to communities, organizations or groups that need support. Called Firewood in the Field, the program has contributed greatly to humanitarian, cultural, and ecological causes and nonprofits,

chosen by Firewood employees, with financial, marketing, and skilled labor donations.

There is one additional INNOVATOR who has been serving the industry for four decades and is hardly a newcomer. However, he is working to reinvent today’s agency model, and he received a significant number of nominations to prove there is both popular support and goodwill surrounding his efforts:



**Mark Penn** serves as President and Managing Partner of The Stagwell Group, a private equity fund focused on the marketing services industry, as well as CEO of the fund’s largest investment, MDC Partners.

Mark Penn undoubtedly believes that he can build a more collaborative, nimbler group of agencies without the traditional challenges faced by large holding companies. Anyone who literally invests in evolving the agency model today must be applauded, and Penn is more than a moneymaker. His career spans 40 years in market-research, advertising, public relations, as well as polling and political consulting. And who can forget that as Microsoft’s EVP & Chief Strategy Officer, he developed the company’s famous Scroogled campaign on internet privacy and their successful 2014 Super Bowl ad. There’s no question he’s planning to make a difference.

Penn’s experience in growing, building and managing agencies is well-documented. As the co-founder and CEO of Penn Schoen Berland, a global market research firm that he built and sold to WPP, he demonstrated value creation in a crowded industry by serving clients with innovative techniques, from being first with overnight polling to pioneering unique ad testing methods used by both Presidents and Fortune 100 corporations. At WPP, Penn also became CEO of Burson-Marsteller, and managed the two companies to record profit growth during that period.

Penn has been a senior adviser to global corporate and political leaders including Bill Gates and Steve Ballmer, Bill Ford, U.K. Prime Minister Tony Blair, Israeli Prime Minister Menachem Begin, Senator Hillary Rodham Clinton and President Bill Clinton, and he has helped elect over 25 heads of state around the world. Known as a strategist for and creator of well-known campaigns and ads, Penn oversaw President Bill Clinton’s reelection campaign and his move to the political center, devised then Senator Hillary Clinton’s successful “Upstate strategy,” created Tony Blair’s “Forward not Back” campaign in 2005 and led the “3AM” ad in the 2008 Presidential primaries.

He authored The Wall Street Journal and New York Times bestselling book “Microtrends: The Small Forces Behind Tomorrow’s Big Changes.” Mark Penn earned a bachelor’s degree with honors from Harvard College and attended Columbia Law School.



## Watch our Short Case Study Video in Honor of International Women’s Day. See How Brands around the World have Made a Difference in the Lives of Women

To commemorate International Women’s Day, and as part of The Internationalist’s Marketing Makes a World of Difference™ initiative, we are sharing case studies from around the world to highlight how brands have made a difference in a range of issues affecting women.

**ODDS ARE YOU WON’T SOLVE THESE PROBLEMS**  
**ONLY 6.7% OF WOMEN GRADUATE WITH STEM DEGREES**

If you can devote just 20 minutes, you can savor work from a variety of countries that has indeed made a difference. [CLICK HERE](#) for VIDEO:

The program includes:

- India: Ariel (Procter & Gamble)- #ShareTheLoad
- USA: Microsoft- #MakeWhat’sNext
- Argentina: DDL & Company- Evita Equality Bill
- United Kingdom: Women’s Aid | Domestic Violence: Look at Me
- Global: June Sugiyama, Director of Vodafone Americas Foundation- Empowering Women and Girls through Technology
- Multinational: Smirnoff (Diageo)- Equalizer
- USA: Kraft- Mother’s Day Away
- Middle East: General Mills- The Boy Who Changed Betty Crocker

All case studies or discussions have won various Internationalist Awards or have been cited as part of our Marketing Makes a World of Difference™ initiative.

The impetus for establishing an International Women’s Day can be traced back to New York City in 1908, when thousands of women garment workers went on strike and marched through the city to protest their working conditions. Officially recognized by the United Nations in 1977, International Women’s Day is now celebrated in many countries around the world as a day when women are recognized for their achievements.

The Internationalist created the concept of MARKETING MAKES A WORLD OF DIFFERENCE™ in 2012— before the word “purpose” became part of marketing vernacular. This is now one of marketing’s most significant callings. Making a world of difference occurs through a deeper understanding of the complex dynamics of “purposeful marketing” strategies. And it demonstrates the importance of the marketing function within the corporation.

# TREND SETTERS

## Emerson's Kathy Button Bell Talks about being Purpose-Led, Profit-Driven and ESG-Centric as Business and Marketing Evolves



Kathy Button Bell

Emerson is a \$16.8 billion global industrial software and engineering company with over 80,000 employees. Founded in 1890 in St. Louis, Missouri, as a manufacturer of electric motors and fans, over the past 100-plus years, Emerson has grown from a regional manufacturer into a global technology solutions powerhouse. While much growth came through acquisitions, management has worked diligently to create tighter company integration-- mostly through brand solutions and marketing strategy. Emerson's work in exploring Values to build consistency, defining key Causes that align with various business units, and now identifying Purpose through employee participation has been remarkable.

Much of this work has been championed by **Kathy Button Bell**, Senior Vice President and Chief Marketing Officer of Emerson. She can also claim a significant tenure for a CMO-- 21 years, which has enabled her to participate in the extraordinary evolution of a global corporation. This includes the unification of #OneEmerson for the company's 125th anniversary to working with CEO David Farr throughout the COVID crisis to

communicate with and inspire employees throughout the world.

She has already discovered how an authentic purpose can "humanize" a company. She believes it provides an emotional connection that inspires greater personal commitment, while giving both leaders and employees a sense of shared meaning and dedication.

To hear more from Kathy Button Bell, tune in to our Trendsetters podcast as we discuss the balance between being purpose-driven and profits-driven, new definitions of business with increased ESG standards, and how a CMO can work to get purpose right.

[CLICK HERE.](#)

**internationalist**  
**TRENDSETTERS**

Marketers *Reshaping* the Future of Marketing

TRENDSETTERS: Emerson's Kathy Button Bell Talks about being Purpose-Led, Profit-Driven and ESG-Centric as Business and Marketing Evolves

In our conversation, we discuss the following:

- How the #OneEmerson initiative worked to discover shared corporate values.
- What is the essential difference between values and purpose?
- Are issues of relevance to the organization, as well as to the individual employee, at the heart of an authentic expressions of purpose?
- Many companies put sustainability in their purposes and promises. Why did Emerson also choose “healthier, safer and smarter” as part of their unique vocabulary.
- Are you finding new descriptions and responsibilities of business in our era of Stakeholder Capitalism?
- Is purpose for Emerson future-oriented, as well as being rooted in the here and now?
- Do you think there is a risk of “Purpose fatigue”?
- What are some of the biggest challenges in guiding a global organization to adopt new ideals?
- What are some the greatest concerns AND satisfactions of a 21st Century CMO?

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Kathy Button Bell is senior vice president and chief marketing officer for Emerson. In this role, she is responsible for the company's global marketing and corporate branding strategies. She also oversees corporate communications, digital and social marketing strategies, market research programs, and professional development programs for the company's marketing teams

worldwide. In 2016, she was named to Emerson's Office of the Chief Executive which helps develop and guide the company's global business strategies.

She joined Emerson as chief marketing officer in 1999. The next year, she led the development and launch of Emerson's corporate branding program, which introduced a new brand architecture and strategy across the company's more than 60 businesses, as well as the first corporate logo change in more than 30 years. Soon after, she initiated the company's first global advertising campaign, which she expanded in 2006 to include the company's first television commercials.

Before joining Emerson, Kathy Button Bell was president of her own marketing consulting firm specializing in market planning, brand building, and marketing training for Fortune 500 manufacturers. Prior to that, she was executive director of worldwide marketing communications for Converse Inc. and director of advertising and public relations for Wilson Sporting Goods.

She serves on the board of directors of Johnson Outdoors Inc. (JOUT) and the Foundation Board of St. Louis Children's Hospital. She holds a bachelor's degree from Princeton University.

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# Vodafone's June Sugiyama Discusses Empowering Women and Girls through Technology



June Sugiyama

**June Sugiyama** has served as the Director of the Vodafone Americas Foundation for over 20 years. During that time, she has seen an extraordinary evolution of initiatives, as well as changes in consumer and corporate attitudes toward ventures that advance the use of technology for social good. As International Women's Day approaches on Monday, she talks about why the Vodafone Americas Foundation now focuses entirely on empowering women and girls through technology.

Through its legacy of experience with technology for social impact, the foundation has found its work enriches lives beyond the single woman and girl. Supporting technology that opens opportunities for women can create long-term social and economic benefits in every sector—especially when by connecting with an ecosystem of partners. For example, women and girls spend 90% of their earned income on their families. By giving women and girls the opportunity to find financial independence or build their own career, the Vodafone Americas Foundation can also directly affect their family members, as well as elevate women's voices and create

positive and sustainable change within their communities around the world.

To hear more from June Sugiyama, tune in to our Trendsetters podcast as she talks about how "giving back" is being driving by customer expectations, the ideals of a younger generation, corporate directives, and a growing recognition that many needs throughout the world cannot always be served by governments.

[CLICK HERE.](#)



In our conversation, we discuss the following:

- The origins of Vodafone’s network of 26 individual, locally driven foundations.
- How the notion of “corporate philanthropy” has changed over the years to create a stronger connection between the for-profit and non-profit worlds.
- How Vodafone’s projects help women and girls throughout the world, including via a partnership with MIT Solve.
- Ways in which CSR dovetails with new definitions of business in our era of Stakeholder Capitalism.
- How the Foundation supports Vodafone employee interests.
- The greatest concerns and satisfactions of a leader in corporate social responsibility and social impact.
- What’s next for the Vodafone Americas Foundation?

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June Sugiyama is responsible for leading and providing strategic direction for Vodafone’s corporate foundation in the United States. As part of her role, she supports projects that advance the use of technology for social good by assessing community and nonprofit needs. She also created the Foundation’s Wireless Innovation Project, a competition designed to seek the best wireless technology solutions to address critical global issues. The competition has identified cutting-edge innovations in digital health monitoring, diagnosis, data collection, financial literacy, and economic development.

In addition, she helps support the incubation of social innovation start-ups; stimulate and nurture technology funding by developing funder and nonprofit education programs; and searches for innovative ways to harness mobile data for nonprofits to serve the community. June Sugiyama has also launched several programs and a new platform for employee engagement to better connect and serve employees and their communities.

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Photo by mentatdgt from Pexels

# BNY Mellon's CMO Brenda Tsai Discusses Create Value and the Need to "Consider Everything."



Brenda Tsai

Brenda Tsai leads marketing at Bank of New York Mellon with a focus on creating value across the top and bottom line, while developing initiatives that accelerate the firm's growth strategies.

Last year, amid extraordinary change and challenges, she launched a new brand platform called "Consider Everything" to position BNY Mellon as a global investments company for the future and one that explores every angle in a fast-paced, complex world. She adds, "the best way to succeed at anything is to consider everything. Because considering multiple perspectives leads to better outcomes – for clients, partners, and the industry beyond."

In her role as Managing Director and Chief Marketing Officer, Brenda Tsai believes that marketers today need to be "ambidextrous" in their thinking by blending creativity with data-driven digital marketing. She emphasizes, "As our ever-changing environment demands greater performance at lower cost, we all need to push the boundaries to elevate brand purpose, improve ROI and accelerate sales."

To hear more from Brenda Tsai, tune in to our Trendsetters podcast as she talks about the

balance between being purpose-driven and profits-driven, as well as the need for leaders to be curious, agile, and committed to mentoring. [CLICK HERE.](#)



In our conversation, we discuss the following:

- Why is your new brand platform called "Consider Everything," particularly important for these times?
- As a global marketing leader, has our new era of Stakeholder Capitalism shifted your marketing priorities in any way?
- What does it mean for today's marketers to be "ambidextrous?"
- What are some of the biggest challenges in guiding a global organization to adopt new ideals?
- How has your extraordinary

background and your varied skill sets, informed your current role as CMO?

- What are some the greatest concerns AND satisfactions of a 21stCentury CMO?

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Brenda Tsai is the CMO of BNY Mellon, where she leads the bank's global marketing strategy, including brand, advertising, digital marketing, marketing analytics, marketing campaigns, and events. She is also the global co-chair for BNY Mellon's Women's Initiative Network and a mentor for the 30% Club.

Ms. Tsai has more than two decades of B2B and B2C marketing experience as a leader in financial services and consumer packaged goods firms such as FactSet, GE Capital, Proctor & Gamble, and Salomon Brothers. She holds a B.A. from Stanford University, an M.B.A. from The Wharton School of the University of Pennsylvania, and a master's in international studies from the University of Pennsylvania..

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# Sonsoles Gonzalez of Better Not Younger Moves from Big Beauty to Launching a New Brand for Forgotten Women



Sonsoles Gonzalez

**Sonsoles Gonzalez** has done what many marketers dream about. After almost 3 decades in senior roles at global beauty giants—L’Oréal and Procter and Gamble—she created her own company. She is the Founder and CEO of Better Not Younger, the only haircare brand specifically designed for women over the age of 40.

Prior to starting her company on International Woman’s Day (March 8) in 2019, her entire corporate career was spent in progressively senior roles, managing some of the world’s biggest beauty brands. Her first role in marketing was at Procter & Gamble in Venezuela at 22 years old. Sonsoles ultimately became Head of Beauty Care for P&G Latin America, Head of North American Haircare, which was a \$2 billion business at the time, and then President of the global Pantene brand, where she directed a large team across continents when Pantene was the biggest hair care brand in the world.

After P&G, she moved to Madrid, for the opportunity to run L’Oréal Spain’s Consumer Division, which included overseeing the L’Oréal Paris flagship brand, as well as Maybelline and Garnier. With almost 30 years in the business, Sonsoles Gonzalez

thought she deserved early retirement. However, she soon realized, “I was nowhere near ready to trade my career for home gardening.” During her brief “retirement,” the idea to start a business with a new beauty brand started to take shape. She adds, “Without really knowing what I was getting into, I launched myself into the entrepreneurial world, and here I am as the proud founder of the first and only haircare brand specifically designed for women 40+.”

To hear more from Sonsoles Gonzalez, tune in to our Trendsetters podcast as she talks about the rapid success of her new company and the lessons she’s learned about branding throughout her career. [CLICK HERE.](#)

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**TRENDSETTERS**  
Marketers *Reshaping* the Future of Marketing  
TRENDSETTERS: Sonsoles Gonzalez of Better Not Younger Moves from Big Beauty to Launching a New Brand for Forgotten Women

In our conversation, we discuss the following:

- With most research and marketing dollars geared towards products for women 18-44, what does it mean to be devoted to a completely underserved market?
- Are women over 40 or over 50 or over 60 changing? What about attitudes toward this age segment?
- With marketing and branding experience from legacy companies with big staffs, how did you adapt to life as a new entrepreneur?
- If brand building is the goal of any new product, how did you adapt quickly to performance marketing?
- How is media strategy different for a new brand now? In a digital world, are product users your best ambassadors?
- What are the biggest challenges or surprises in becoming an entrepreneur and creating a new brand? What are the greatest joys?
- What's ahead for you and Better Not Younger?

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Sonsoles Gonzalez has become fixated on changing society's narrative about women and aging. "I knew from my time running the global Pantene business that hair is one of the most important things that factor into how women feel about themselves," she admits. "Hair changes as we age, so I was going to create a solution to make all women over 40 love their hair again and use this platform to put a spotlight on what women 40+ really look like."

Better Not Younger products-- from shampoos, conditioners, treatments, scalp care, to supplements-- are designed to address the internal and external changes in the body. The website features an online hair quiz that offers answers about specific concerns and recommends best suited products.

According to Ms. Gonzalez, "Every ingredient chosen is backed up by extensive scientific research regarding their effects on hair. The formula blends were developed by an MIT chemist based on their in-depth understanding of the biology of aging hair and the proven ability of those combinations of ingredients to address the various causes and conditions of aging hair."

To learn more about the products, go to: <https://better-notyounger.com/>

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# Allyson Stewart-Allen Considers World Views of Brand USA and Discusses Brand Internationalization



Allyson Stewart-Allen

**Allyson Stewart-Allen** has been considering how the US will be viewed by the rest of the world as an attractive trade and investment destination—even as the country's domestic agenda takes center stage for a new administration. She also anticipates a US-EU Free Trade Agreement to take priority over a US-UK trade deal. The size of the European Union would be a commercial prize for US companies post-Brexit as a trading bloc with nearly 450 million consumers compared to the UK's 66 million.

As Founder and CEO of International Marketing Partners Ltd, Allyson Stewart-Allen has advised more than 240 businesses in 26 countries. Her company provides business culture insights that help save time, money, and the embarrassment of making expensive mistakes. A Californian who has been based in Europe for over 30 years, she is also the best-selling author of *Working with Americans*.

To hear more from Allyson Stewart-Allen, tune in to our Trendsetters podcast as she talks about brand internationalization, as well as her current thoughts on Brand USA. [CLICK HERE.](#)



In our conversation, we discuss the following:

- How do you characterize Brand Internationalization?
- You often talk about “national personas” or “country brands.”
- What are the various elements that comprise the perception of a national identity?
- How do you believe Brand USA has changed? And has that change been gradual or especially accelerated during the COVID Crisis?
- As companies focus on domestic rebuilding, what is the international outlook for companies and brands?
- Given today's environment of Stakeholder Capitalism, do you anticipate more corporate affiliations with NGOs and non-profits as companies strive to do

more for people and the planet?  
What does that mean to brands  
and how they market?

- What trends do you see ahead in 2021?

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Allyson Stewart-Allen is an internationally recognized business advisor, author, broadcaster, speaker, and educator. Her expertise is in the fields of international marketing and inter-cultural alignment for brands throughout the world. She applies her extensive international consulting experience, MBA education with Dr. Peter Drucker, and languages (French, German) to the company she founded, International Marketing Partners. Her knowledge and opinions about brand internationalization is sought by leading businesses globally through her consultancy, publications, appearances and corporate education.

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Photo by Kaboompics .com from Pexels

From Purpose 2.0 to Purpose Fatigue to a Purpose Gap...

# THE EVOLUTION OF PURPOSE: A PODCAST SERIES

Today's transparent social media environment has dramatically shifted the rules of "doing good business," and marketing leaders throughout the world are evolving to address new challenges and opportunities. The assumption of responsibility, the authenticity of purpose and the adoption of greater transparency are now critical to how any brand or business plays its proper role in society.

As part of our Marketing Makes a World of Difference™ initiative, The Internationalist conducted research among marketers worldwide to understand more about their sentiments on the evolution of purpose in a tumultuous year. This podcast series is based on these results.



## PODCAST 1: ARE WE HESITANTLY APPROACHING "PURPOSE 2.0"?

Today's marketers now have a sophisticated understanding of the ideals of brand purpose and of the purpose-led organization. However, the sudden complexity of 2020's events has caused them to reassess how marketing's role can make a difference amid so much change and uncertainty.



## PODCAST 2: IS BEING PURPOSE-LED BECOMING MORE DIFFICULT?

The pandemic has accelerated the notion that today people want to live with more meaning-- rather than just more. And most consumers want to feel they are part of making a difference in an incredibly stressful world. That has changed the consumer-brand relationship.



### PODCAST 3 PURPOSE, CORPORATE CULTURE AND A WORK-FROM-HOME WORLD

New ways of working, the need for expanded skill sets, and refined priorities for talent and teams are dramatically reshaping the role of marketers. Plus, consumers are becoming more attentive to the ways companies and brands go beyond advertising and marketing to make other positive contributions.



### PODCAST 4: THE SIGNIFICANCE OF A "PURPOSE GAP"

We've defined a "purpose gap" as the difference between the STATED VALUES of any brand or organization and the ACTIONS TAKEN. And, yes, a "purpose gap" does exist today.

The Internationalist created the concept of **MARKETING MAKES A WORLD OF DIFFERENCE™** in 2012— before the word "purpose" became part of marketing vernacular. This is now one of marketing's most significant callings. Making a world of difference occurs through a deeper understanding of the complex dynamics of "purposeful marketing" strategies. And it demonstrates the importance of the marketing function within the corporation.

<sup>the</sup>internationalist