



TODAY'S 100 MARKETING LEADERS

The Internationalist announces its annual list of 100 Marketing Leaders from around the world to acknowledge those industry executives who are consistently moving our business forward and are the champions of insuring that brands can cross borders with relevance and responsibility.

The focus of **The Internationalist** is to connect the people & ideas in international marketing through content, thought leadership, community and collaboration. Since 2003, **The Internationalist** has been honoring those industry pioneers who further the role of multinational marketing as Internationalists of the Year, Innovators, Trendsetters, The 100, The Latin American 100, The Next 50, The European 50, The Asia 50, and The China 50. Bringing together these individuals will create the foundation of a new peer-to-peer initiative called **THE INTERNATIONALIST 1000**. (That's our 10 years of 100 new leaders every year!) **THE INTERNATIONALIST 1000** project — 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.

“The reinvention of marketing” is becoming a more critical issue as the industry looks to deliver purpose and meaning to its brand values in a business world increasingly defined by social media, mobility, analytics, “big data” and the need for global growth. The expanded **INTERNATIONALIST 1000** group can help shape this agenda.

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

Nick Adams, Director—CRM, Digital and Loyalty Marketing—
TELSTRA

Morten Albaek, Group SVP, Global MarCom & Corporate
Relations — VESTAS WIND SYSTEMS

Janice Alfini, Director, Global New Markets — DISCOVER
FINANCIAL SERVICES

Dr. Greg Allgood, Director Children's Safe Drinking Water —
PUR PROCTER & GAMBLE

Dana Anderson, Senior Vice-President, Marketing Strategy and
Communications — MONDELEZ INTERNATIONAL

Nayantara Bali, Vice-President Global Skin Category/ Olay Brand
Franchise Leader — PROCTER & GAMBLE

Barbara Basney, Vice President Global Advertising — XEROX
CORPORATION

Alicia Bateman, Vice President, International Development —
RALPH LAUREN COPORATION

Stefan Betz, Director of Sales & Distribution — GERMANWINGS

Nancy Bhagat, VP, Global Marketing Strategy & Campaigns —
INTEL

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

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

Len Blaifeder, Vice President, Director of Global Advertising —
BNY MELLON

Bonin Bough, VP Global Media & Consumer Engagement —
MONDELEZ INTERNATIONAL

Kevin Brown, VP Global Brand Management — DIGI-KEY

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



A-B

Dwight Caines, President Worldwide Digital Marketing — SONY PICTURES WORLDWIDE

Michael Carlin, Senior Vice President International Media & Planning — WARNER BROS. PICTURES INTERNATIONAL

Chad Carlson, Senior Director — Global Online Advertising, Paid Search & Agency Management — ORACLE CORPORATION

Christa Carone, Executive Vice President & Chief Marketing Officer — XEROX

Marcus Casey, Director, Global Ecommerce and Mobile Services — LUFTHANSA

Julie T. Chan, Director International Media — PFIZER Consumer Healthcare

Kim Chrystie, Director, Advertising and Media Strategy — EMC Corporation

Helen Clark, Head of Corporate Marketing — CHEVRON

Wendy Clark, Senior Vice President, Integrated Marketing Communications & Capabilities — THE COCA-COLA COMPANY

Eduardo Conrado, Senior Vice President, Marketing & IT — MOTOROLA Solutions

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

Frederique Covington Corbett, Central Marketing Organization Lead, Asia Pacific — MICROSOFT

Tom Daly, Group Director, Global Connections — THE COCA-COLA COMPANY

Cathy Davies, Vice President, Head of Brand & Communications — SONY ERICSSON

Mark Davies, Director, Loyalty and Marketing — STAR ALLIANCE

Celine Del Genes, Global Head of Marketing & Go-To-Market &



B-C

Project Management — Training Business Unit — adidas Group/
REEBOK International

Carmen D'Ascendis, Director, Global Marketing for Jack Daniels
— BROWN FORMAN

Nancy Deck, Vice President, Multi-Brand & Loyalty Marketing —
HILTON WORLDWIDE

Luis Di Como, Senior Vice President Global Media — UNILEVER

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

Trevor Edwards, President — NIKE Brand

Lauren Flaherty, Executive Vice President & Chief Marketing
Officer — JUNIPER NETWORKS

Kieran Foley, Group Marketing Director — DIGICEL

Gerardo Garcia, Group Director, Global Design — THE COCA-
COLA COMPANY

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

Julia Goldin, Senior Vice President and Global Chief Marketing
Officer — REVLON

Giorgio Guidotti, President Worldwide Public Relations and
Communications — MAX MARA FASHION GROUP

Anna Griffin, Vice President, Global Brands & Campaigns —
JUNIPER NETWORKS

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

Maria Jobin, Vice President, Head of Branding & Advertising —
ABB

Jason Hill, Director of Advertising, Growth Markets — GE



D-H

Judy Hu, Chief Marketing Office, Managing Director — BNY Mellon

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

Ben Jankowski, Group Head of Global Media — MASTERCARD WORLDWIDE

Fritz Johnston, Vice President Global Brand Management & Advertising — THE BOEING COMPANY

Susan Jurevics, Senior Vice President, Global Retail CRM and Brand Marketing — SONY CORPORATION

Kimberly Kadlec, Worldwide Vice President Global Marketing Group — JOHNSON & JOHNSON

Laurie Kasper, Global Media Manager — INTEL CORPORATION

John Kennedy, Vice President, Corporate Marketing — THE IBM CORPORATION

Michelle Klein, VP, Smirnoff Global Marketing, Communications & Digital — DIAGEO

Mike Kolleth, Director Corporate Advertising & Branding — DOW CHEMICAL

Claudia Lagunas, Global Marketing Director — PEPSICO INTERNATIONAL

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

Anthony Lau, Marketing Head, Credit Cards — BANK OF COMMUNICATIONS CHINA

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

Larry Light, Chief Brands Officer — InterContinental Hotels Group



H-L

Ted Linehan, Chief Marketing & Innovation Officer, EMEA —
KELLOGG COMPANY

Amy Lou, Director of Global Brand Marketing — HUAWEI
DEVICES

Sarah Manley, Chief Marketing Officer — BURBERRY

Hernan Marino, SVP Global Marketing — SAP

Tim Mapes, Senior Vice President Marketing — DELTA AIRLINES

Marc Mathieu, Senior Vice President Marketing — UNILEVER

Nicolas Maurer, Corporate Vice President Marketing/ Head of
Global Business Unit Face and Skincare — BEIERSDORF

Stefan Olander, Vice President/General Manager Digital Sport
— NIKE, Inc.

Steve Pacheco, Managing Director of Advertising — FedEx

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

William Parke, Senior Director, Corporate Marketing and
Financial Communications — CME Group/Chicago Mercantile
Exchange

Erich Parker, Director of Corporate Communications —
DUPONT

Adam Petrick, Senior Global Head of Brand Management —
PUMA AG

Teresa Poggenpohl, Managing Director Global Image —
ACCENTURE

Ivan Pollard, Vice President, Global Connections — THE COCA-
COLA COMPANY

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

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



L-Q

Karen Quintos, Senior Vice President and Chief Marketing Officer — DELL

Babs Rangaiah, Vice President Global Media Innovation — UNILEVER

Marisa Ricciardi, SVP/Chief Marketing Officer — NYSE EURONEXT

Roberto Ricossa, Vice President, Marketing Americas — AVAYA

Diego Scotti, Chief Marketing Officer — J. CREW

Bettina Sherick, Senior Vice President, Digital Strategic Marketing — 20th CENTURY FOX INTERNATIONAL

Sue Shim, Executive Vice President/Global Chief Marketing Officer — SAMSUNG ELECTRONICS

Shiv Singh, Global Head of Digital — PEPSICO BEVERAGES

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

Kensuke Suwa, Chief Marketing Officer/ US & Europe — UNIQLO

Jim Speros, Executive Vice President and Chief Marketing Officer — FIDELITY INVESTMENTS

Simon Sproule, Corporate Vice President, Global Marketing Communications — NISSAN Motor Company

David Stern, Senior Vice President & Global Chief Marketing Officer — KAO BRANDS

Jon Suarez-Davis, Vice President of both Global Digital Strategy & North America Media — Kellogg's

Regina Szeto, Regional Media Director Asia Pacific — LVMH

Susan Thronson, Senior Vice President Global Marketing Officer — MARRIOTT INTERNATIONAL, INC.

Joseph Tripodi, Executive Vice President and Chief Marketing & Commercial Officer — THE COCA-COLA COMPANY



Q-T

Eelco van der Noll, Global Head of Sports & Entertainment —
AB InBev

Peter Vaughn, Senior Vice President of International Consumer
Products and Marketing — AMERICAN EXPRESS

Peter Vittori, Managing Director Sales and Marketing for Latin
America & The Caribbean — AMERICAN AIRLINES

John Wallis, Chief Marketing Officer — HYATT HOTELS
CORPORATION

Shawn Warren, President — KRAFT FOODS China

Rahul Welde, Vice President Media — Asia, Africa, Middle East,
& Turkey Region — UNILEVER

Colin Westcott-Pitt, Vice President of Marketing — HEINEKEN

Sarah Wyse, Head of Marketing Strategy — COUTTS



V-Z

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

You'll recognize many names, as these executives have been mentioned in the pages of The Internationalist magazine and our e-newsletters throughout the year. Some have been named Internationalists of the Year, Trendsetters, Innovators, Idea People or Award Winners, but all share a devotion to excellence and a belief in furthering marketing standards as part of worldwide best business practices. Some may be inspiring people in their home market or around the world. Others are simply risk-takers who demonstrate why status-quo just won't work anymore.

Highlighting the people & ideas behind today's successful cross-border campaigns and breakthrough accomplishments 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 ANA.