5 Marketer Moves to Know About: Behr, GM, Johnson Outdoors and More

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The revolving door of chief marketing officer hires and reshuffles keeps spinning.

We've rounded up the U.S. and global marketing leadership moves you need to know about for the week ending July 24.

— **Behr** has elevated longtime marketer **Andy Lopez** to CMO, broadening his remit to include product strategy, marketing, and innovation. Lopez's promotion comes amid a major digital transformation for the brand, which recently launched AI tools designed to help tackle one of DIYers' biggest issues: color paralysis.

— **Allyson Witherspoon** is leaving her role as **Nissan** CMO after 12 years with the business to lead marketing for **General Motors' Buick** and **GMC**.

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