ADWEEK Brand Advantage: CMO Guard Change Reveals the New Growth Mandate



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ADWEEK Advantage is part of a series where every month, our top editors interpret what happened in each vertical and what it means for the future.

March brought big CMO shakeups — and with them, new clues about how the role is evolving.

The month kicked off with DoorDash's CMO of seven years, Kofi Amoo-Gottfried, announcing plans to step down in May. Suntory

Beverage and Food Europe (SBFE) CMO François Bazini exited the following week after more than 11 years. Then Delta’s Alicia Tillman revealed she would end her three-year tenure at the end of June.

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