Antonio Lucio Joins Adweek Board of Directors



Antonio Lucio, who left his position as Facebook CMO in September, has joined Adweek's Board of Directors.

"I'm excited to work with the team to continue leveraging Adweek's platform and reputation to best serve the marketing community as it continues to evolve," Lucio said in a statement.

"Antonio has been instrumental in shaping the broader industry and advancing positive change throughout the course of his 40+ year career," said Adweek CEO Jeff Litvack in a statement. "His unique perspective and insights will help us better serve our audience of marketing professionals and the broader ecosystem."

"Really honored by the opportunity to work with Jeff and his inspired team," Lucio said following the news of his appointment to the board.

Lucio spent the last two years as Facebook's global CMO and before that served in top marketing positions at HP, Visa,

PepsiCo and Kraft. He began his career at Procter & Gamble.

In a heartfelt keynote address during Adweek's Brandweek Masters Live in September, Lucio focused on how successful leaders get the most from their teams: "We must learn to lead from the front in those areas where we have absolute control of objectives, budgets, people and deliverables. Leading from the middle means collaborating in objective setting, clarifying roles and facilitating the teams' delivery. Leading from the back means asking the right questions, providing valuable and meaningful user perspective and suggesting creative but achievable solutions."

Lucio's appointment as an independent director to the five-person board follows Shamrock Capital's acquisition of Adweek in June.

"We could not be more excited to be partnering with Antonio," said Laura Held, partner at Shamrock Capital. "Not only does he have a proven track record of building strong global brands, but he also understands how the industry is evolving with the convergence of technology and proliferation of data. Antonio will play an instrumental role on the Board, helping to evolve Adweek's product offering, accelerate growth and expand Adweek's reach globally."

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