C-Suite Collaboration Is Strengthening Kickstarter’s Brand

The relationship between chief executives and chief marketers can be a famously tumultuous one, but not at Kickstarter. Having made the leap from CMO to CEO himself, Everette Taylor has assembled a collaborative team to help him reinvigorate the crowdfunding platform, and less than a year in it’s driving results. At the start of 2023,… https://www.adweek.com/media/kickstarter-c-suite-collaboration-brand-strength/