

CMO Moves: Snap's Kenny Mitchell on Storytelling With Discipline and Soul

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It was the co-founders' vision for the future that sealed the deal in getting Kenny Mitchell to join Snap Inc. as CMO in 2019. The former Gatorade and McDonald's marketing executive was eager to jump in and help drive the growth of both the community and the advertiser base through brand storytelling as Snapchat's first-ever chief marketing officer.

And with the app reaching an all-time high in Snaps sent during the pandemic, with an evolving user base, Mitchell and his team are also focused on driving awareness for new features such as augmented reality tools for brands and new mini utilities within the app.

Mitchell is also excited about Snap's move into the original content space, highlighted during the brand's NewFronts debut. Mitchell joined Nadine Dietz, Adweek's chief community officer, on the CMO Moves podcast to dive into what's new and what's next for the growing platform.

You can tune into the episode here and also see Kenny's top career tips and the best advice he's ever received. This episode is also available on Spotify, iHeartRadio and Apple Podcasts.

<https://www.adweek.com/digital/cmo-moves-kenny-mitchell-storytelling-snapchat/>