# DoorDash Brings On Ex-Amazon Exec as New CMO

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DoorDash has a new chief marketing officer in Tim Castree.

Castree joins the delivery platform from Amazon, where he was vice president of EU Prime and marketing for the ecommerce giant. Prior to that, Castree oversaw paid media and then served as a senior advisor at Hawkfish, the ad agency founded by Mike Bloomberg to support the billionaire’s 2020 campaign for president.

In 2019, Castree spent a year as GroupM’s North America CEO. The exec also brings experience from Leo Burnett Australia, MediaVest, and Wavemaker.

“Tim is a deeply customer-obsessed, naturally curious leader who brings a rare intellectual rigor to every dimension of marketing, from performance and data to brand building at global scale,” Prabir Adarkar, president and COO of DoorDash, said in a statement.

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