Driving Awareness, Growth and Loyalty With Shake Shack

> Leaders from Glossier, Shopify, Mastercard and more will take the stage at Brandweek to share what strategies set them apart and how they incorporate the most valued emerging trends. Register to join us this September 23–26 in Phoenix, Arizona.

On this episode of the Marketing Vanguard podcast, Shake Shack CMO Jay Livingston discusses his unique journey from finance and technology to marketing.

Livingston also offers insights into his current role, including the importance of performance marketing and collaborations for driving success at Shake Shack. He's also candid about the challenges and changes Shake Shack faced during the Covid-19 pandemic, and its current expansion plans, which focus on deepening its presence in existing markets while building brand awareness and loyalty.

We also explore Livingston's passion for architecture and design, as well as supporting the next generation.

Prior to Shake Shack, Livingston served as chief marketing officer of Bark, maker of BarkBox, as well as svp of global marketing at Bank of America, where he held senior marketing roles across the corporation during his 20-year career. Livingston is also an active angel investor in over 30 startups, has executive produced several feature films and is a founding member of the election reform group Unite America.

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