# Eric Toda on Rethinking the CMO Role as the Marketer’s Career Pinnacle

After working on brands such as Nike, Snap, Airbnb, and GAP, Facebook alumnus Eric Toda returned to the social marketing space as Facebook’s Global Head of Social Marketing. Eric, an avid advocate of anti-racism sentiment to #StopAsianHate, has continued his mission of empowering the voices of underrepresented communities, sharing why it’s important to have “cultural adds” on teams to help reveal blind spots.




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