Hasbro Chief Consumer Experience Officer Out After 6 Months

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4 hours ago
Hasbro and its first chief customer experience officer have parted ways after about six months.

A Hasbro representative confirmed that Jamie Gutfreund left the company to “pursue other opportunities,” but declined to comment further.

Gutfreund joined Hasbro as chief customer experience officer in April and was tasked with leading “consumer-focused strategies that effectively connect the company’s brands with global audiences,” according to a company statement at the time. She also reported to president and chief operating officer John Frascotti.

Her tenure was uncharacteristically brief, even by the standards of marketing leadership roles. It’s unclear if Hasbro plans to replace Gutfreund in the role, which was newly-created at the time of her arrival. Hasbro does not appear to currently have a chief marketing officer, and Gutfreund’s duties seem to overlap with those typically performed by a CMO.

Before joining Hasbro, Gutfreund served as global CMO for Wunderman Thompson, following the merger of Wunderman and J. Walter Thompson last November, since 2015. She previously held roles as CMO for Engine Group’s Deep Focus and as chief strategy officer for Creative Artists Agency.

As with most marketing leadership changes, the move raises questions for Hasbro’s agency partnerships.

On the creative side of things, Grey New York won the majority of Hasbro brands in October of 2013. Hasbro consolidated the majority of its global media account with OMD the following month, while GroupM’s MediaCom retained the media business in Latin America. Wizards of the Coast, a subsidiary of Hasbro, sent its creative account to The Martin Agency in August of 2018. Ogilvy Brazil recently crafted a campaign for Hasbro challenging gender stereotypes in support of its Baby Alive doll brand.

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