

Kimberly-Clark's CMO Is Stepping Down

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Kimberly-Clark's chief growth officer announced in an internal memo obtained by Adweek that Giusy Buonfantino, the company's chief marketing officer, will no longer be with the consumer-packaged-goods giant, effective Nov. 1.

"I have appreciated my time with Giusy over my first two months at K-C," Alison Lewis wrote in the memo. "Her global leadership in building our brands and marketing capabilities is evident in many spaces, especially as we work to reinvent consumer relationships."

A Kimberly-Clark spokesperson confirmed that Buonfantino will be leaving the company on Nov. 1.

Giusy Buonfantino

"We appreciate Giusy's leadership over the past decade, however, we cannot comment on any additional personnel matters," the spokesperson told Adweek.

The global marketing capabilities team will now report to Lewis, who joined the company in June after six years as CMO of Johnson & Johnson.

Buonfantino, who has been with Kimberly-Clark since 2011, was elevated to the CMO role in May 2018 after serving as president of the company's baby and childcare business in North America.

In 2018, K-C initiated an agency review, selecting FCB over incumbent WPP to handle its more than \$800 million spend. The company announces its third-quarter earnings on Tuesday.

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