Meta Names Denise Moreno CMO as Alex Schultz Becomes First Chief Data Officer

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Meta has appointed Denise Moreno as its new CMO, succeeding Alex Schultz, who has been named Meta's first chief data officer.

Moreno is a 17-year Meta veteran, and most recently served as global SVP of consumer marketing and growth.

Both execs will report to Meta COO Javier Olivan, and Moreno will now join Schultz on CEO Mark Zuckerberg's leadership team, per Axios.

The pair confirmed their new roles on LinkedIn, stating how AI will influence their respective remits.

"As for what's ahead, the way Marketing is done is in the middle of its biggest shift in a generation," Moreno wrote.

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