

NFL, PepsiCo, Accenture Leaders Among 2025 Marketing Hall of Fame Inductees

The American Marketing Association's New York chapter (AMA New York) has unveiled the 2025 class of Marketing Hall of Fame inductees.

The seven honorees span sectors including sports, beauty, consulting, academia, and advertising. They will be recognized for their accomplishments across a range of categories during a ceremony on May 21 at Universal McCann's global headquarters in New York City.

This year's inductees are:

- **Tim Ellis**, EVP and CMO of the NFL, for *Marketing Catalyst*
- **Keith Reinhard**, chairman emeritus at DDB Worldwide, for *Mentorship*
- **Jill Kramer**, CMO and CCO at Accenture, for *Technology Innovation*
- **Kory Marchisotto**, CMO of e.l.f. Beauty and president of Keys Soulcare, for *Marketing for Purpose*
- **Esperanza Teasdale**, former VP and GM of PepsiCo Beverages North America's Hispanic Business Unit, for *Marketing Excellence in DEI*
- **Fawn Weaver**, CEO of Uncle Nearest, Inc., for *Marketing for a Challenger Brand*
- **Russell Winer**, professor emeritus at NYU Stern, named *New York Choice*

The ceremony will also include 'CMO Conversations,' a series of panels featuring leading marketers, kicking off at 1 p.m. ET. In these discussions, inductees will reflect on their

professional journeys and share insights on the future of marketing.

This year's ceremony is sponsored by Procter & Gamble, McDonald's, Clear Channel Outdoor, Universal McCann, and GreenBook. ADWEEK is the official media partner.

In a statement shared with ADWEEK, Lori Johnson, AMA New York co-president, said: "This year's Hall of Fame inductees are shining examples of talent, creativity, and drive—and their influence continues to shape our field in powerful ways. We congratulate each of them on this meaningful recognition."

Founded by AMA New York in 1993, the Marketing Hall of Fame recognizes marketing leaders across all industries, celebrating both their current impact and lasting influence. Past inductees include GE vice chair Beth Comstock; TBWA\Worldwide chairman Lee Clow; and Apple's Steve Jobs, who accepted the honor on the company's behalf.

"We are recognizing marketing's role in driving innovation, advancing purpose-driven work, challenging the status quo, fostering an inclusive workplace and industry, and affirming New York's status as a marketing epicenter," added AMA New York co-president Dorothy Crenshaw. "This year's class truly exemplifies the pinnacle of marketing excellence."

Recommended videos

<https://www.adweek.com/brand-marketing/nfl-pepsico-accenture-leaders-among-2025-marketing-hall-of-fame-inductees/>