

Revolutionizing Time(x) With Shari Fabiani

It's no secret that collaboration is essential to growth, but the how of it isn't always so clear—and it's the understanding of how that is a true competitive advantage. [Join Adweek X](#), a uniquely formatted event on December 4 in LA, to unlock fresh perspectives, true collaboration and growth.

As the CMO of Timex, Shari Fabiani has taken a contrarian approach to marketing the iconic brand, focusing on building engagement with core customers in this new episode of Marketing Vanguard.

Fabiani's career path, like many in her position, has been far from linear. With a background in footwear and apparel, she emphasizes her passion for the fast-paced and ever-changing nature of the industry. "I thrive on that," she shared, revealing a common thread throughout her career.

Listen to this episode of Marketing Vanguard to hear more about Fabiani's journey and why her career has provided her with a diverse skillset that she's brought to her role at Timex.

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