JPMorgan Chase Hires Linda Arrington as CMO for Commercial Banking Unit

Brand veteran Linda Arrington is returning to her financial services roots, beginning her second stint at JPMorgan Chase as CMO of the company’s commercial banking unit after serving as a marketing strategist at major cosmetics and clothing companies.

Don’t miss **The Business of Marketing**, a new series featuring leading c-suite executives sharing insights on the importance of leveraging the intersectionality of marketing, finance, technology, HR and the boardroom to drive business growth. **Tune in**.

Recommended articles
https://www.adweek.com/brand-marketing/jpmorgan-chase-hires-linda-arrington-as-cmo-for-commercial-banking-unit/

The Future According to Mark

Cuban; Beautiful, Surreal Apple Ads: Tuesday’s First Things First

Welcome to First Things First, Adweek’s daily resource for marketers. We’ll be publishing the content to First Things First on Adweek.com each morning (like this post), but if you prefer that it come straight to your inbox, you can sign up for the email here.

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Recommended articles
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Fallon Promotes 3 Execs,

Rounding Out Leadership Team

Promotions are afoot at Fallon, the Minneapolis-based agency owned by Publicis Groupe that, in recent years at least, has become best-known for Arby’s ongoing “We Have The Meats” campaign.

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Recommended articles
https://www.adweek.com/agencies/fallon-promotes-3-execs-rounding-out-leadership-team/

Profiles in Black Creativity: Clifton Simmons Helped a Chicago Museum With Marketing Push

Throughout Black History Month, we’re partnering with agency

owner Derek Walker on a series that highlights the ideas, perspectives and successes of Black advertising professionals.

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Derek Walker
Derek Walker is the founder of agency Brown & Browner in Columbia, S.C.

Recommended articles
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Walmart’s Janey Whiteside Discusses Marketing as an Investment, Not Just Spend

As the first ever Chief Customer Officer of Walmart, Janey Whiteside’s key focus is looking after all consumer touchpoints and making lives easier. Her role includes all the areas that aren’t typically part of the traditional functional expertise, including insights, data analytics, customer journeys. From the physical and digital products to launching

Walmart+, their ever-growing membership program, Janey oversees all that surrounds and powers the core business. Most importantly, she works closely with the CMO, who she believes is critical to driving growth for the company.

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Luz Corona
Luz Corona is the community content manager at Adweek, curating trends, tips and advice from top brand leaders to help marketers grow.

Recommended articles
https://www.adweek.com/inside-the-brand/walmart-janey-whiteside-discusses-marketing-investment-not-spend/

FuboTV Is the First Streamer to Join Unified ID 2.0

FuboTV, a sports-focused virtual pay TV provider, is the first streaming service to join Unified ID 2.0, an open-source identity framework led by The Trade Desk.

Recommended articles
https://www.adweek.com/programmatic/fubotv-is-the-first-streamer-to-join-unified-id-2-0/

The CW Renews 12 Shows Including The Flash, All American and Riverdale

Covid-19 changed The CW this season, forcing the delay of most of its schedule from fall until early 2021. But the pandemic didn’t prevent the network from continuing its annual tradition of renewing almost its entire slate at once.

Recommended articles
https://www.adweek.com/convergent-tv/the-cw-renews-12-shows-the-flash-all-american-riverdale/

The Richards Group Lays Off Roughly 15% of Staff

The Richards Group went through a round of layoffs at the end

of last year, which the agency said affected about 15% of staff. According to its LinkedIn, the Dallas-based shop employs more than 700 people, meaning roughly 100 people have been let go.

Recommended articles
https://www.adweek.com/agencies/the-richards-group-layoffs/

Droga5 Tops COMvergence 2020 US Creative Agency New Business Rankings

While clients found reasons to review media agency relationships toward the end of 2020, they seemed less likely to rethink creative assignments. A look at the top creative agencies for new business last year reveals that with fewer reviews a handful of agencies stood out.

Recommended articles
https://www.adweek.com/agencies/droga5-tops-comvergence-2020-us-creative-agency-new-business-rankings/

Pfizer Breathes a Sigh of Relief as the Biden Administration Takes the Helm

Back in April 2020, as Covid-19 cases shot up to 25.5 million and millions of Americans were sheltering at home, Pfizer debuted an ad campaign under the tagline “Science Will Win.”

Recommended articles
https://www.adweek.com/brand-marketing/pfizer-breathes-a-sigh-of-relief-as-the-biden-administration-takes-the-helm/