An Accountant’s Playbook to Great Marketing ft. Sony’s Mary Yee

Plus, how analytics and creativity should work together, not against each other. https://www.adweek.com/brand-marketing/an-accountants-playbook-to-great-marketing-ft-sonys-mary-yee/

The Executive Partnership Behind Stanley 1913’s Hypergrowth

Kate Ridley and Graham Nearn on the value of strong executive partnership for growing a brand. https://www.adweek.com/brand-marketing/the-executive-partnership-behind-stanley-1913s-hypergrowth/

The Mediterranean Way, at Scale: Cava’s Growth Story

Nitya Madhavan explains how the fast-growing restaurant brand is scaling its national footprint without losing trust with consumers.

https://www.adweek.com/brand-marketing/the-mediterranean-way-at-scale-cavas-growth-story/

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3 Ways Starbucks Is Reclaiming Its Brand Magic

The cafe chain’s brand chief Tressie Lieberman on rebuilding Starbucks through fandom, consistency, and participation. https://www.adweek.com/brand-marketing/3-ways-starbucks-is-reclaiming-its-brand-magic/

Siddharth Taparia’s Strategy for Transforming Globally Fragmented JLL Into a Unified Marketing Force

Using measurement and AI to clarify the mission of a $17 billion real estate colossus. https://www.adweek.com/brand-marketing/siddharth-taparias-strategy-for-transforming-globally-fragmented-jll-into-a-unified-marketing-force/

Reese Witherspoon’s Draper James and Levain Cookies on Building Beyond Their Founders

The two CEOs discuss how to keep innovating without losing what made them famous. https://www.adweek.com/brand-marketing/reese-witherspoons-draper-james-and-levain-cookies-on-building-beyond-their-founders/

Mark Weinstein Joins Target as CMO and Guest Experience Officer

> The future of brands gets decided here. Join the industry’s top marketers at Brandweek for the ideas, insights, and connections shaping what’s next. **Get your ticket.**

Mark Weinstein needs to find a Target-red necktie after being named CMO and guest experience officer for the retailer.

Tasked with elevating the consumer experience and boosting the

brand’s growth strategy, Weinstein will report directly to Target CEO Michael Fiddelke.

“Mark has a proven ability to understand what consumers value and turn those insights into brand connections that feel relevant and personal,” Fiddelke said in a statement. “His leadership will help us elevate the guest experience across every interaction with Target.”

The news comes days after Weinstein stepped down as chief marketing officer and head of luxury brands at Hilton, where he had spent the last 16 years overseeing all 28 brands.

Recommended videos
https://www.adweek.com/brand-marketing/mark-weinstein-joins-target-cmo-guest-experience-officer/

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7 Marketer Moves to Know About This Week: Hilton, Accenture, Boston Beer Co. and More

The future of brands gets decided here. Join the industry’s top marketers at Brandweek for the ideas, insights, and connections shaping what’s next. **Get your ticket.**

Marketers are on the move, with another round of hires, promotions, and exits at big brands this week.

Below, ADWEEK has rounded up the U.S. and global marketing leadership moves you need to know about in the week ending Sept. 11.

— **Mark Weinstein** has stepped down as CMO and head of luxury brands at **Hilton**. The exec spent more than 16 years at the business, starting in 2010 as a senior marketing director. He rose through the ranks, launching Hilton's "For the Stay" platform, which kicked off with a series of ads starring **Paris Hilton**.

Recommended videos
https://www.adweek.com/brand-marketing/7-marketer-moves-to-know-about-this-week-hilton-accenture-boston-beer-co-and-more/

Why Agency Leaders Are Craving Community ft. Jessica Henrichs, Ross Martin & Chioma Aduba

Competitors need to start comparing notes and more insights from agency leaders at DonerColle Partners, Known, and Droga5.
https://www.adweek.com/agencies/why-agency-leaders-are-craving-community-ft-jessica-henrichs-ross-martin-chioma-aduba/

Andrew Robertson to Lead Omnicom Advertising as Troy Ruhanen Retires

Ruhanen said he and John Wren had planned his exit for ‘some time’

https://www.adweek.com/agencies/andrew-robertson-to-lead-omnicom-advertising-as-troy-ruhanen-retires/