Q&A: R/GA Founder Bob Greenberg on the Agency's Latest Reinvention

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Following Antonio Lucio's Retirement, Facebook Promotes Product Growth VP to CMO

Facebook has promoted Alex Schultz, vp of product growth, analytics and internationalization for the brand, to chief marketing officer.

The announcement comes 11 days after the departure of marketing legend Antonio Lucio, who spent the last two years of his four-decade career as Facebook's CMO. Lucio joined in 2018, helping the brand navigate crises including the Cambridge Analytica scandal, increased scrutiny for hate speech and misinformation on the platform, and a lawsuit over alleged anti-competitive behavior.

Now, Schultz is stepping up into the role of top marketer for the brand as the nation prepares for a presidential election that could have serious implications for big tech companies like Facebook.

In a post on his personal Facebook page, Schultz thanked Lucio for “being a great friend, colleague, creative leader and voice of experience and wisdom for this company,” adding that he hopes to build on the groundwork that Lucio laid.

With a background in online marketing and analytics, Schultz has served in several different roles at Facebook. He started at the company in 2007 as an analyst, moving up through management and directorship roles to the vp position that he’s held since 2014.

For the last four years, Schultz wrote in his post, he’s been focused on building Facebook’s safety framework, including the brand’s first Community Standards Enforcement Report, which was published in August.

While he acknowledges that scrutiny of any new technology is “appropriate,” Schultz also points to the potential that the platform has created for economic empowerment and personal connection, especially the way that it’s served users during the pandemic. “I believe social media is a force for good in the world and am proud of the work we’re doing to make it even more so,” he wrote.

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Life Experiences Taught This Exec Everything He Needed to Be a Founder

Like many young people, Oli Marlow Thomas initially dreamed of being a police officer, not a founder. The difference is that Marlow Thomas, while short on regrets, held onto his dream longer than many.

In 2009, when Marlow Thomas left university, he remained desperate to join the police and soon enrolled in a fast-track scheme that included two years of volunteer service. The police service was relatively easy; the hard part was simultaneously launching a startup that allowed car owners to sell their empty car seats as a means to pay his bills.

“The biggest heartbreak I experienced in my 20s was the day I found out that police recruitment in the U.K. was essentially dead,” he said.

With no imminent full-time role with the police, Marlow Thomas looked in the mirror, and instead of seeing his reflection, saw a man with a formidable knowledge of Tudor history (his degree), a broken dream and an open road ahead, despite the car startup firmly in the rearview mirror.

Marlow Thomas’ next few years were spent in wanderlust adventure, including a cross-continental ride from India back to the U.K. on his Royal Enfield, which he refers to as “the most beautiful yet useless of motorbikes,” and a pit stop in Pakistan where he unexpectedly ended up in the path of American soldiers bound to assassinate Osama bin Laden.

Marlow Thomas then joined Google for five years, and in 2017, founded creative personalization service Ad-Lib. Marlow Thomas credits those early journeys with teaching him the things he deems critical to founder leadership: thinking fast on your feet in the most unusual situations, getting comfortable with risk, working beyond the losses and reveling in late nights that lead to discoveries.

Big Mistake

Counting chickens before they hatched. “I had an idea and a goal but no plan,” said Marlow Thomas. “The whole founder thing was to tell my friends I was doing something, not actually what I wanted to do.”

Lesson Learned

Learn to love change. “Being comfortable with change has been the most important thing I’ve learned,” he said.

How He Got the Gig

No nepotism, no industry contacts—just hard grind.

Pro Tip

“Be genuine, show daring and determination, plus have purpose,” he advised. “Also, never let clients down. That’s what matters.”

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Publicis Sapient Chief Experience Officer Joins Tech Company Focused on Disaster Management

Publicis Sapient's chief experience officer is leaving the agency to join a tech company focused on disaster management working, in part, to fight Covid-19 via contact tracing.

John Maeda is exiting the role but will remain at Publicis Sapient in an advisory capacity as chair of the experience advisory council. He was unable to share further details about the company he is joining or his new role, except to say it is a Massachusetts-based SaaS company tackling Covid-19, weather disasters and being "high-centered on saving human lives."

"John is an exceptional leader and has made a real impact continuing to strengthen our experience capability, and its connection to strategy and engineering, to help our clients create value for their customers through superior products and experiences. I'm delighted that we will continue to benefit from his design expertise as chair of our experience advisory council," Publicis Sapient CEO Nigel Vaz said in a statement.

“As we all know, in early 2020, the world changed. It’s clear that Publicis Sapient’s highly skilled people can make a vital contribution to protecting public health in the face of the coronavirus crisis, and I feel great pride that John has chosen to answer that calling.”

Maeda took on the chief experience officer role in 2019. His career includes a variety of leadership positions across various tech companies, agencies and educational institutions, including serving as global head, computational design and inclusion at Automattic, design partner at Kleiner Perkins Caufield & Byers and board member for Sonos and Wieden + Kennedy.

It’s unclear when or if a successor will be named in the chief experience officer role, but Maeda did give some indication of how the process might play out with his departure.

“At Publicis Sapient in experience, we’ve adopted the Rooney Rule for succession planning of leaders. That means that for every slate of successors to any leader in my capability, there needs to be at least one woman or underrepresented minority in that list,” Maeda said in an emailed response to Adweek. “It was a simple way to assurdly #makeroom for the next generation of leadership in experience to become more diverse—and then I started to look at myself. … I saw myself needing to set the example by making room for them to lead as they were already brilliantly doing.”

Maeda told Adweek in a phone interview that his departure for the new role “serves two purposes.”

“I believe in women leaders at all levels. … I’m leaving a bevy of women leaders. They’re all amazing. I’m trying to make room,” he said.

He said he recruited Wendy Johansson, group vice president, experience to join Publicis Sapient’s experience design team “specifically because I knew that we shared a passion for

inclusion across race, gender, age, language” as well as for her logistical expertise which helped the experience team evolve into an “outcome-based” solution.

Maeda also cited leaders including associate creative director Sara Alloy; senior experience designer Isi Azu; director, experience design Britta Alexander; svp, experience Karin Giefer, executive experience director Laura Licari; Publicis Sapient Singapore head of experience Jaz Lim; associate creative director Deepali Nayar and associate creative director Chelsea Watson.

“We all created a communications code of conduct that is available on our GitHub repository as a way to ensure that our online communication tools would constitute a safe space for women and underrepresented minorities,” Maeda said, calling it one of his proudest accomplishments at Publicis Sapient.

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Match Hires Former Everlane Exec as VP of Brand

Match, the flagship offering of Match Group’s dating app and website portfolio, said today that it has hired Ayni Raimondi as its new vp of brand.

Raimondi previously held senior marketing roles at Airbnb, where she spent more than six years focusing on brand activations and partnerships, and Everlane, where she helped

drive the brand’s commitment to sustainability and transparency.

“At this moment when we’re all experiencing so much change, the need for human connection is as apparent now as ever before,” Raimondi told Adweek.

As Match celebrates its 25th anniversary as a company, “it’s the perfect time to bring the brand to life in new and exciting ways,” she added. “We will be pushing the cultural conversation around relationships forward, and I’ll be looking to partner with top strategic and creative talent for diverse executions as we continue to focus on celebrating and supporting singles looking for connection.”

At Match, Raimondi will lead the next phase of the brand, looking to reach new audiences by tailoring its products to the needs of today’s users. So far this year, the brand has added several features to the app to support “high-intent” pandemic-era daters, like in-app video dates, prompts to steer the conversation toward serious topics and personalized information on social distancing practices.

“As the pioneer of the dating space, Match is once again in a unique position to shape the future of dating in light of the changes this past year,” said Match CMO Ayesha Gilarde in a statement. In her new role, Raimondi will “help amplify our mission of helping singles find meaningful connections, and to lead Match into the future,” Gilarde added.

Match is one of eight dating services owned by the Match Group. The portfolio also includes Tinder, Hinge and OkCupid, as well as Meetic in the European market and Pairs, which operates in Japan, Taiwan and Korea. The company’s second-quarter earnings report showed that average subscribers had increased by 11% this year over last—indicating that more people are opting for online or app-based dating during the Covid-19 pandemic.

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Former Labor and Delivery Nurse Emily Meyer Went From Kindness to Kind Snacks

Growing up in Napa, Calif., Emily Meyer’s two brothers had a history of fainting whenever they visited the doctor. But not Emily.

Given her ability to handle blood and needles, her mother suggested she look into a career in healthcare. She ended up choosing nursing because it appealed to her social side.

After completing UCLA’s nursing program, Meyer worked as a labor and delivery nurse at UCLA Health for nearly four years. She enjoyed the job because it combined analytical skills with creativity. At one moment, she would find herself examining someone’s blood pressure, and the next she’d be managing

family dynamics during a significant life event.

“From the moment they come in until the moment they leave, you’re there with them helping guide them through the process,” said Meyer.

Interested in learning more about the business side of how hospitals operate, Meyer moved east and earned an MBA at the University of North Carolina. She thought her background in nursing would give her an advantage in the healthcare industry compared to a consultant who had never worked in the trenches.

While at business school, however, Meyer felt pulled toward marketing. She liked that the field required a feel for both science and art—hard data with plenty of humanity.

After a stint at pharmaceutical giant Bayer, Meyer landed a job at snack brand Kind, where she works as a brand manager on the company’s innovation team. Bayer was a good place to work, but high regulation in the pharmaceutical industry meant change took time and products were slow to come to market. Kind can move much quicker. Plus, snacks are fun.

During her time at Kind, Meyer has helped introduce new snack products to better meet emerging consumer demand, including Chewy Minis and energy bars.

While no longer in a hospital environment, Meyer said her background as a labor and delivery nurse helps her remain calm under pressure in her current role. It’s given her a healthy sense of perspective around what’s urgent, too.

“Even when the stakes are very high, I just know that the best thing is to have a good attitude and remember that no one’s life is on the line,” said Meyer.

Big Mistake

A difficulty she’s dealt with is comparing herself to others, burning up time and energy considering roles and opportunities

that don’t make sense for her career path. “You see something on LinkedIn—someone moved jobs, someone got a promotion,” she said, “and you’re just thinking, ‘Should I be doing that?’”

Lesson Learned

Take a step back and remind yourself that everyone has their own background, path, strengths and weaknesses. For Meyer, it’s important to be pragmatic about her own career and learn where she is as opposed to looking ahead to where she isn’t. “I can’t compare myself to someone who’s been doing this for 10 years,” she said.

How She Got the Gig

Staying close to her network, Meyer heard about the job through a former colleague.

Pro Tip

Interests evolve; twists and turns will come. “Your career is a marathon,” Meyer said, “not a sprint.”

Join Adweek for **Purpose-Driven Marketing, a live virtual event on Sept. 29**, to discuss authentic brand purpose and hear insights from top marketers on navigating these uncertain times. **Register now**.

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Discord Hires Former VSCO Marketing Chief as New CMO

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R/GA Undergoes Leadership Changes Amid ‘Foundational’ Repositioning

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After 14 Years, IAB Is

Getting a New CEO

The Interactive Advertising Bureau today announced that David Cohen, the trade organization's current president, will take over for Randall Rothenberg as chief executive officer of both IAB and IAB Tech Lab on Sept. 15. Rothenberg will stay on as executive chair through 2022.

Cohen joined IAB in March from Magna, Interpublic Group's centralized media intelligence, investment and innovation arm, where he also served as president.

"In less than a year as president of IAB, David Cohen has vastly increased the size of our media marketplaces, brought an unprecedented number of industry captains into our leadership councils, transformed the timeliness of our strategic initiatives and injected new enthusiasm into our already energetic leadership team," said Rothenberg in a statement.

Cohen's leadership will take IAB and the industry "through the economic recovery and ultimately to the next level of growth," Rothenberg added.

As CEO, Cohen will report to the IAB board of directors, which is currently chaired by Rik van der Kooi, corporate vp at Microsoft Advertising, on an interim basis.

The changing of the guard at IAB—after Rothenberg's 14-year reign—comes at a time when the industry is facing some of its most profound and difficult questions.

Digital advertising is on the cusp of several foundational changes, from the sunsetting of the third-party cookie and the widespread adoption of 5G technology to appeasing demands for

stricter data privacy practices. In addition, the terms of the digital landscape are increasingly dictated by four main players, requiring all other actors to adjust according to any changes laid out by those rulers—one particularly prescient example being the looming release of Apple's iOS 14.

In his short tenure with IAB, Cohen has already launched two programs that touch on some of these issues: the Tele://Vision campaign, which aims to update the way that TV ads are bought and sold; and News Saves Lives, which urges advertisers to remove terms associated with Covid-19 from keyword blocklists so that news organizations don't suffer unnecessarily from ill-conceived brand safety initiatives amid the pandemic.

"Bringing together publishers, brands and agencies for the common good has been rewarding, and we are just getting started. I continue to be energized by the innovation and entrepreneurial spirit of the media, marketing and advertising industries," said Cohen in a statement.

"We are boosting our focus on dramatically increasing our brand, agency and publisher presence across all IAB activities," he continued. "My buy-side experience has shown me that connecting all those dots is critical for industry collaboration, agenda-setting and leadership."

Prior to his stint at Magna, Cohen spent 10 years at Universal McCann, another IPG-owned agency. He served in a number of pivotal roles between 2001 and 2011, including chief investment officer, chief media officer, chief digital officer and U.S. director of digital communications.

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Global CMO Suzy Deering Is Leaving eBay After Nearly 5 Years

After almost five years with eBay, first as chief marketing officer for North America and then as vp and global CMO, Suzy Deering is leaving the ecommerce platform.

In a statement shared on LinkedIn, Deering called the decision to leave eBay “anything but easy,” but noted that the timing is right for her to pursue other opportunities.

“I made my decision now based on the accomplishments and overall strength of the brand and I’m excited to see eBay accelerate as the company heads into the next 25 years,” Deering wrote. “It’s been humbling to be part of a brand that is purpose-driven at the core and filled with so many passionate and talented people and sellers.”

A spokesperson for eBay confirmed Deering’s departure to Adweek, adding that she’ll be staying on through mid-October to help prepare for the holiday season.

“Suzy has accomplished a tremendous amount over the past five years, both as a leader in the North America markets team and most recently heading up the Global Marketing team,” a spokesperson said. “During her time with eBay, Suzy has led creative go-to-market campaigns and has been instrumental in shifting eBay’s focus toward lifelong relationships with our customers on a global scale.”

Prior to her time with eBay, Deering served as chief executive at Atlanta-based Publicis agency Moxie for over three years.

Before that, she spent most of her marketing and business career on the client side, including more than 10 years at Verizon, much of that time in senior marketing roles, as well as Home Depot and The Walt Disney Company.

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