

Forbes

sprinklr

LinkedIn

SCORING THE 2023

# Forbes World's Most Influential CMOs

The Five Dimensions of CMO Influence



## TABLE OF CONTENTS

03	Introduction
07	CMO attention, sentiment & salience
11	CMO community visibility
15	Brand attention, sentiment & salience
19	Campaign attention & salience
23	Financial performance
27	About the scoring & ranking process
28	Notes

## CHARTS AND TABLES

03	New & returning CMOs
03	CMOs by industry
05	The World's Most Influential CMOs 2023
06	CMOs by location
07	CMO attention: news, online & Twitter mentions
11	CMO community visibility: LinkedIn followers, likes, reshares & comments
15	Brand sentiment for selected brands
19	Marketing & campaign coverage
23	Financial performance metrics

## INTRODUCTION

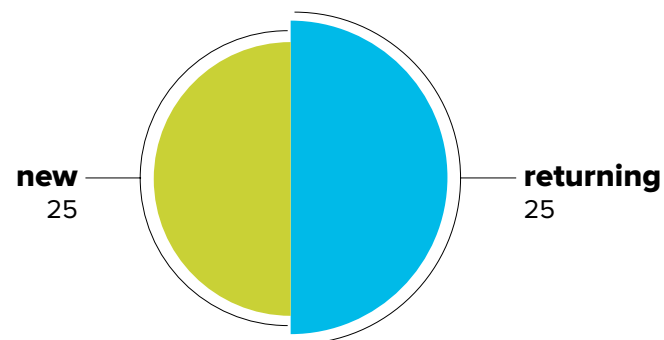
The 2023 *Forbes World's Most Influential CMOs* list is based on the broadest and most comprehensive set of indicators that Sprinklr has used in our seven years as Forbes' lead research partner on this annual assessment of Chief Marketing Officers. This year's ranking was informed by 20 different indicators of influence. A dozen of these indicators come directly from Sprinklr's Unified-CXM platform, which we combine with eight additional indicators from our partners at LinkedIn and from financial markets.

The indicators make up a five-dimensional model that reflects the different ways influence can be built and exercised. The CMOs on this year's list all score highly across multiple dimensions, but each honoree has a different combination of strengths.

To illuminate the different paths to the *Forbes World's Most Influential CMOs* list, and to clarify what goes into each dimension of the score, this year's companion report spotlights a selection of CMOs who help to illustrate what each dimension of influence really looks like.

### New vs. returning CMOs

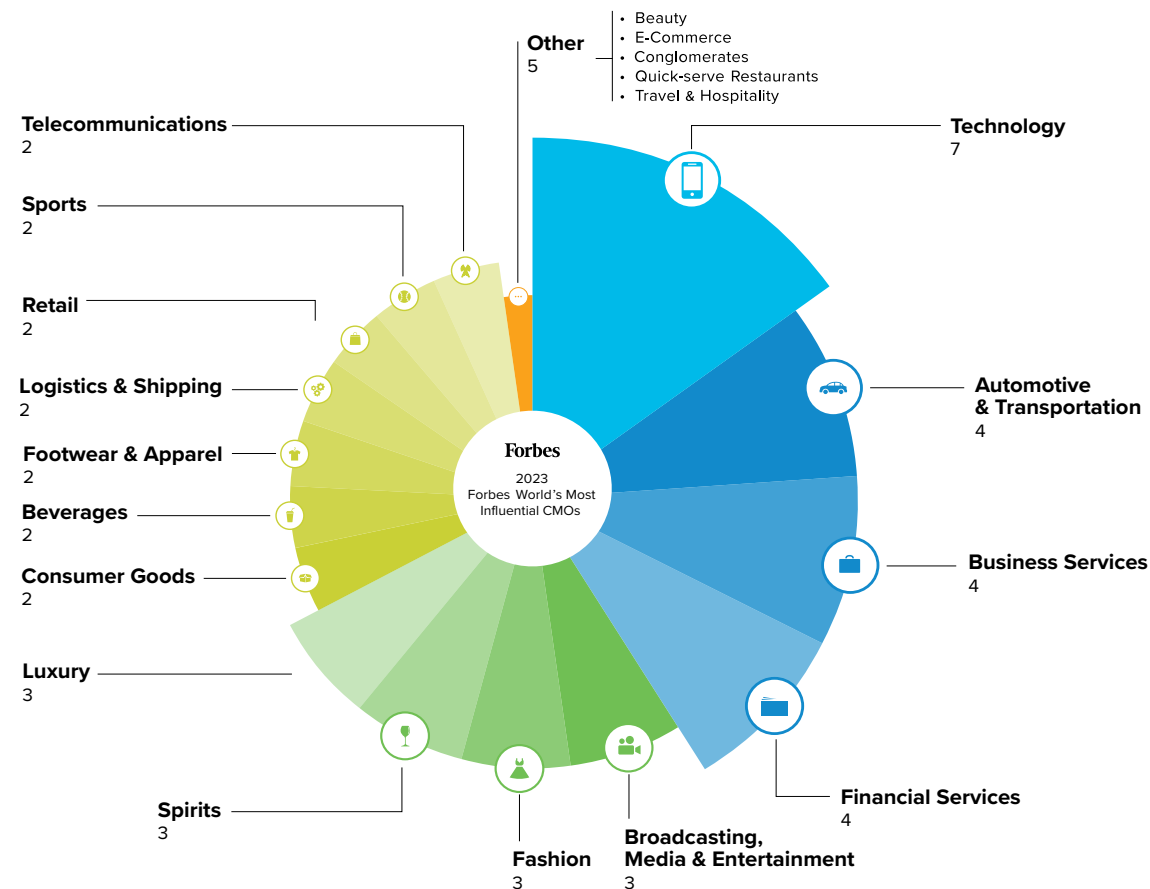
Half of this year's influential CMOs are new to the list.



Number of CMOs who are new to list vs. CMOs who were listed in one or more previous years

### The World's Most Influential CMOs by industry

The top 50 CMOs come from 20 different industries.



Number of top 50 CMOs in each industry

The 20 indicators in this report measure CMO influence across five different dimensions:

## DIMENSIONS

### CMO attention, sentiment & salience

How CMOs drive interest, awareness and goodwill for their brands—through their own media and online presence

### CMO community visibility

How CMOs shape the conversation in the marketing and business communities—as seen in the interest they attract from marketers and business leaders

### Brand attention, sentiment & salience

How CMOs drive their brands' relevance and share of attention—by attracting media and online attention

### Campaign attention & salience

How CMOs drive marketing and advertising innovation—with ads and campaigns that generate attention and praise

### Financial performance

How CMOs shape the bottom line—as seen in market cap and revenue growth

## INDICATORS

- CMO print, TV and radio mentions
- CMO influential news<sup>1</sup> mentions
- CMO online mentions
- CMO Twitter mentions
- Sentiment of CMO news and online mentions
- Sentiment of CMO Twitter mentions
- CMO LinkedIn followers
- CMO LinkedIn post reshares
- CMO LinkedIn post comments
- LinkedIn post likes
- Inbound messages to brand via social networks
- Engagement rate for brand social posts
- Net sentiment of inbound messages
- Brand mentions on LinkedIn
- Brand followers (average per social network)
- Brand posts to social media
- Influential media mentions of brand marketing and advertising campaigns and initiatives
- Media mentions of brand marketing and advertising campaigns and initiatives
- Year-over-year revenue change
- Year-over-year market capitalization change

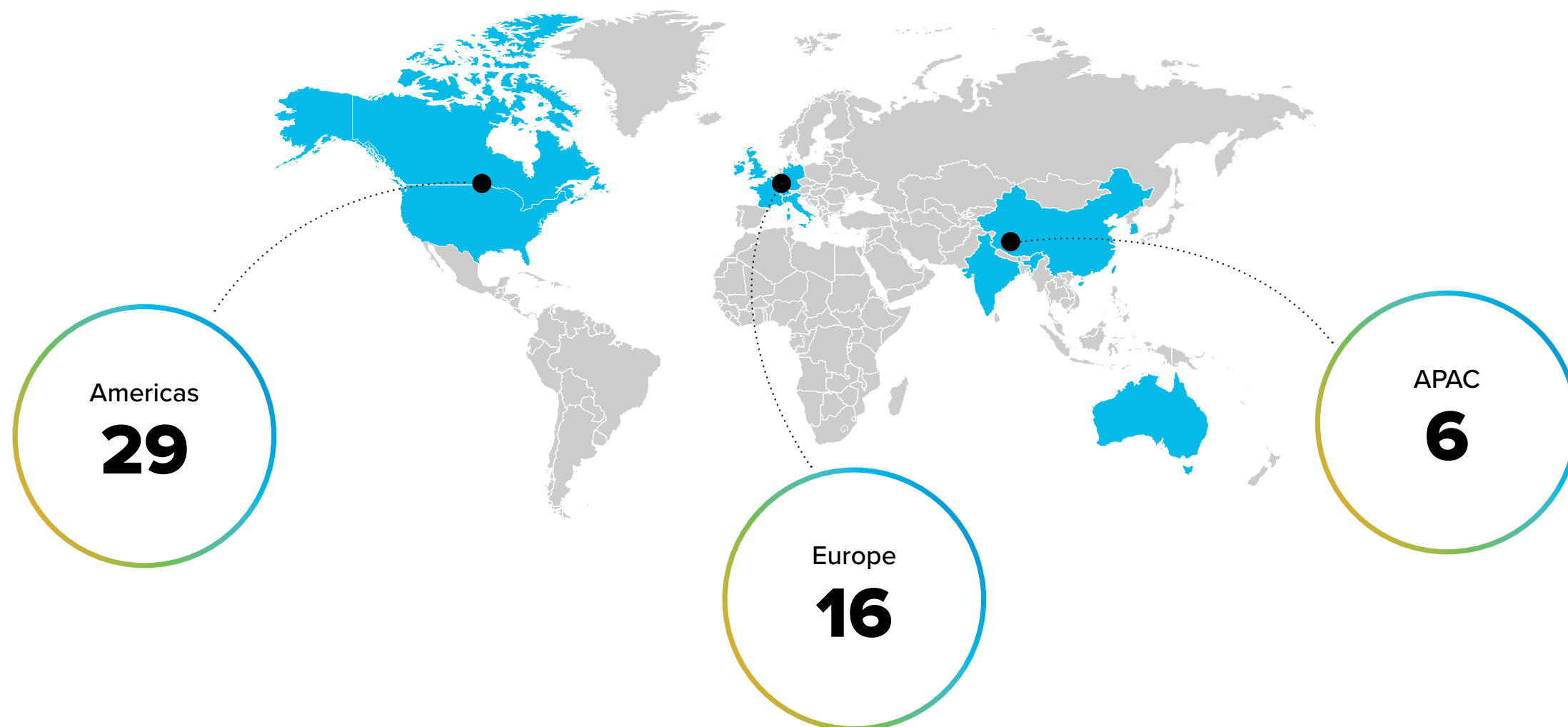
All indicators are quantitative indicators (i.e. volume metrics) unless otherwise noted. Indicators and dimensions are not weighted equally. Where CMOs are not on LinkedIn or Twitter, or where the company is privately held, our scoring model was adjusted accordingly. The specific balance of indicators remains confidential to preserve the integrity of future lists.

<sup>1</sup> Influential news count is based on a curated list of 249 media outlets that are widely cited in roundups of key industry or trade publications, or that are members of the Epica Awards jury.

# The World's Most Influential CMOs 2023

RANK	NAME	BRAND	RANK	NAME	BRAND
1	<a href="#">William White</a>	Walmart	26	Elizabeth Rutledge	American Express
2	Marcel Marcondes	Anheuser-Busch/InBev	27	Julia White	SAP
3	<a href="#">Conny Braams</a>	Unilever	28	<a href="#">Jens Thiemer</a>	BMW
4	Greg Joswiak	Apple	29	Andréa Feddersen Mallard	Pinterest
5	<a href="#">Dirk-Jan van Hameren</a>	Nike	30	Jessica Erding Liu	Shein
6	<a href="#">Marian Lee</a>	Netflix	31	Jill Hazelbaker	Uber
7	<a href="#">Asad Ayaz</a>	The Walt Disney Company	32	Lisa McKnight	Mattel
8	<a href="#">Mathilde Delhoume-Debreu</a>	LVMH	33	<a href="#">Cristina Diezhandino</a>	Diageo
9	Tim Ellis	National Football League	34	Don McGuire	Qualcomm
10	Harish Bhat	TATA	35	Marc Speichert	Four Seasons Hotels & Resorts
11	<a href="#">Lorenzo Bertelli</a>	Prada	36	Jill Kramer	Accenture
12	<a href="#">Chris Davis</a>	New Balance	37	Ulrich Klenke	Deutsche Telekom
13	Romy Gai	FIFA	38	Arnaud Carrez	Cartier
14	Tariq Hassan	McDonald's	39	<a href="#">Mike Katz</a>	T-Mobile
15	Laura Gentile	ESPN	40	Jonathan Bottomley	Calvin Klein
16	Sarah Franklin	Salesforce	41	Sumit Virmani	Infosys
17	Hildegard Wortmann	Audi	42	Alex Schultz	Meta Platforms
18	<a href="#">Craig Brommers</a>	American Eagle Outfitters	43	Andrea Brimmer	Ally Financial
19	Carla Zakhem-Hassan	JPMorgan Chase	44	Marissa Jarratt	7-Eleven
20	Angela Zepeda	Hyundai	45	Carrie Palin	Cisco
21	<a href="#">Asmita Dubey</a>	L'Oréal	46	Manuel Arroyo	The Coca-Cola Company
22	<a href="#">Zach Kitschke</a>	Canva	47	Jane Wakely	PepsiCo
23	<a href="#">Dara Treseder</a>	Autodesk	48	Jonny Bauer	Blackstone
24	Bettina Fetzer	Mercedes-Benz	49	Pamela Forbus	Pernod Ricard
25	Chris Tung	Alibaba	50	Brie Carere	FedEx

## The World's Most Influential CMOs by location



## DIMENSION

## CMO ATTENTION, SENTIMENT & SALIENCE

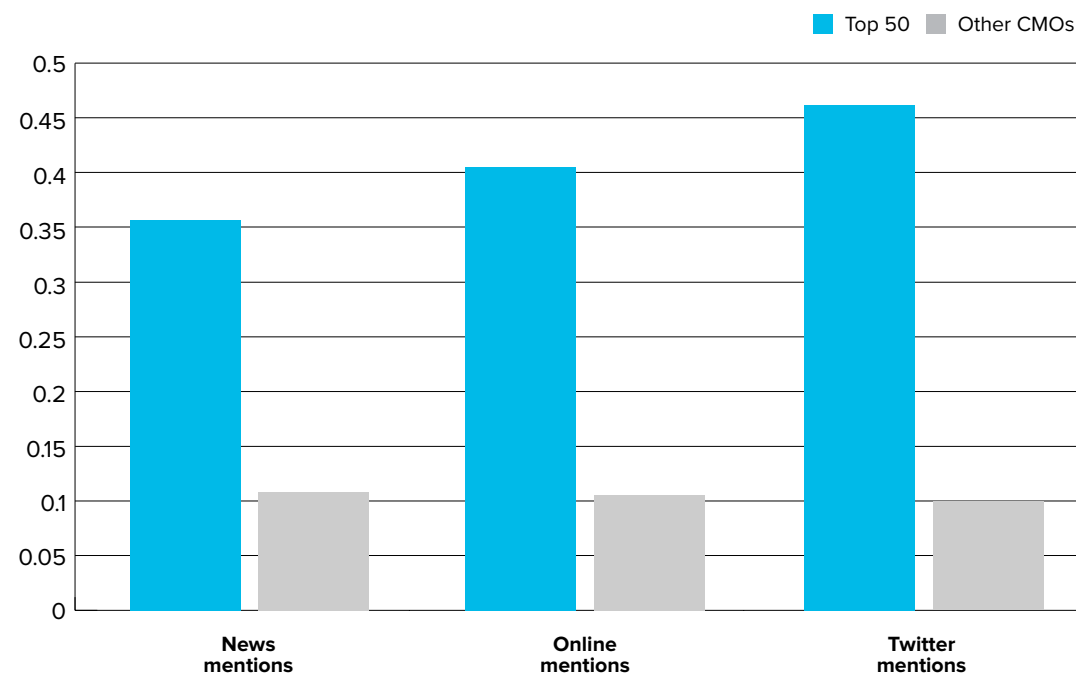
CMOs score highly on this dimension if they have a significant online or media presence that increases exposure and attention for their brand. We consider not only the quantity but also the quality of CMO coverage, so that CMOs with strongly positive coverage and mentions score more highly.

### Indicators for this dimension from Sprinklr

- How often the CMO is mentioned in the news
- How much coverage the CMO receives in the most influential media outlets
- How often the CMO is mentioned in blogs or online
- How often the CMO is mentioned on Twitter
- The sentiment of the CMO's online and media mentions
- The sentiment of the CMO's Twitter mentions

### CMO ATTENTION

Influential CMOs drive significantly more coverage than their peers.



Average score for media and online mentions, top 50 CMOs vs other eligible CMOs

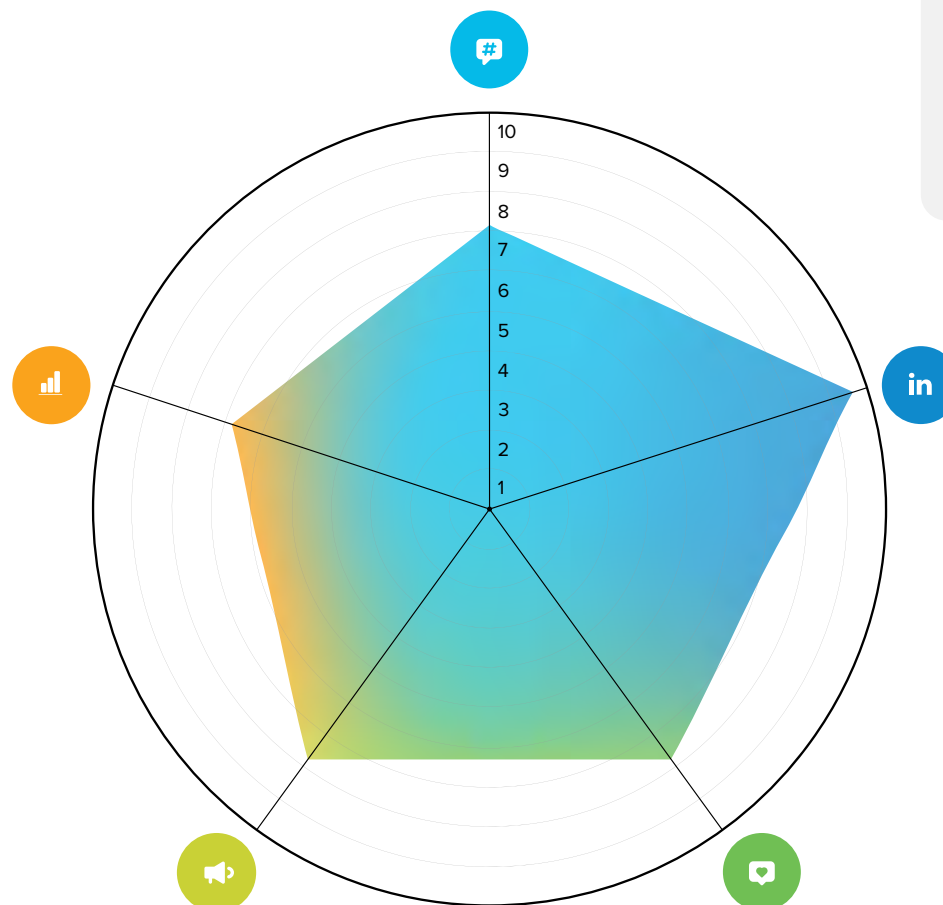
## CMO ATTENTION, SENTIMENT &amp; SALIENCE



**WILLIAM WHITE**  
CMO  
Walmart



“We’re focusing on creating new and innovative experiences that excite [our customers], something we’re already doing in the communities where they live, and now, the virtual worlds where they play.”

**At a glance**

- #1, 2023 Forbes World’s Most Influential CMOs
- Years on list: 3
- Walmart CMO since 2020
- Previous: Target, Coca-Cola

CMO attention,  
sentiment & salience



CMO community  
visibility



Brand attention,  
sentiment & salience



Campaign attention  
& salience

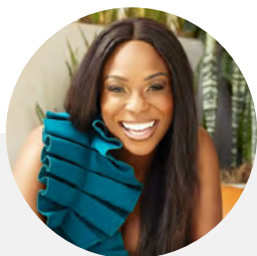


Financial  
performance





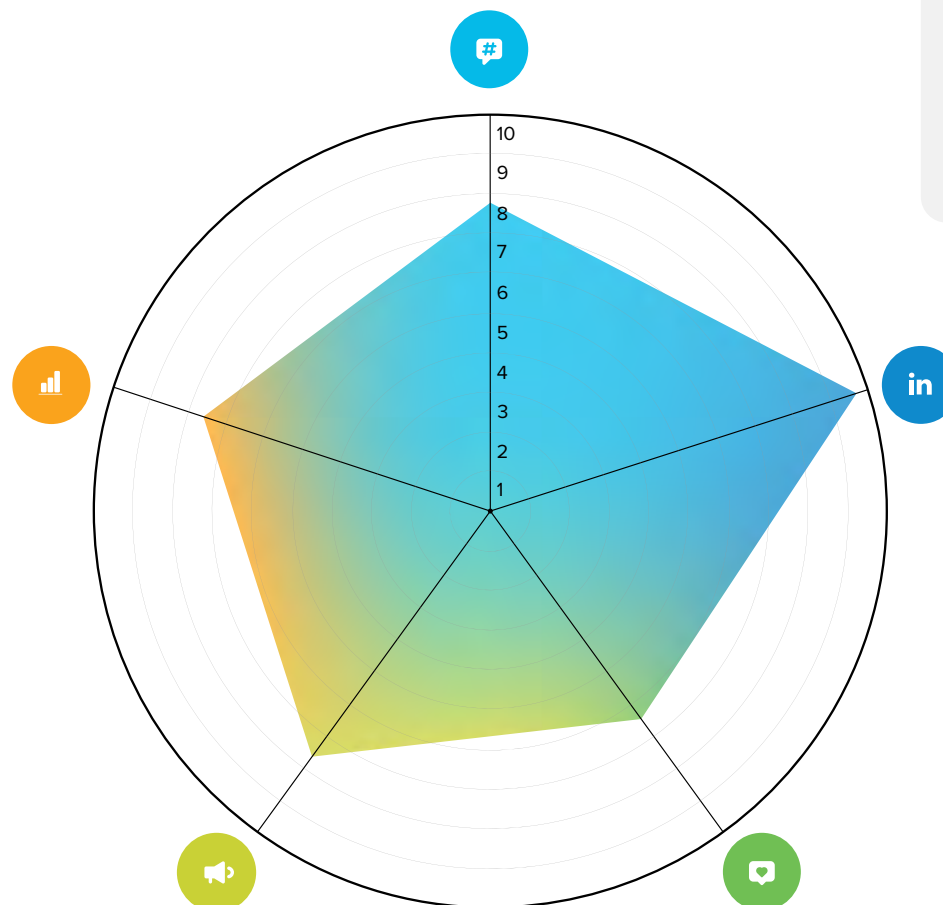
## CMO ATTENTION, SENTIMENT &amp; SALIENCE

**DARA TRESEDER**

Chief Marketing and  
Communications Officer  
**Autodesk**



“We are living in a world and in a period and at a time when uncertainty and volatility is our new reality, and so the way we work and the way our customers work are changing. Companies are seeing that going digital isn’t enough: You have to invest in digital maturity, and you have to invest in sustainability.”

**At a glance**

- #23, 2023 Forbes World’s Most Influential CMOs
- Years on list: 4
- Autodesk CMO since 2022
- Previous: Peloton, Carbon

CMO attention,  
sentiment & salience



CMO community  
visibility



Brand attention,  
sentiment & salience



Campaign attention  
& salience



Financial  
performance



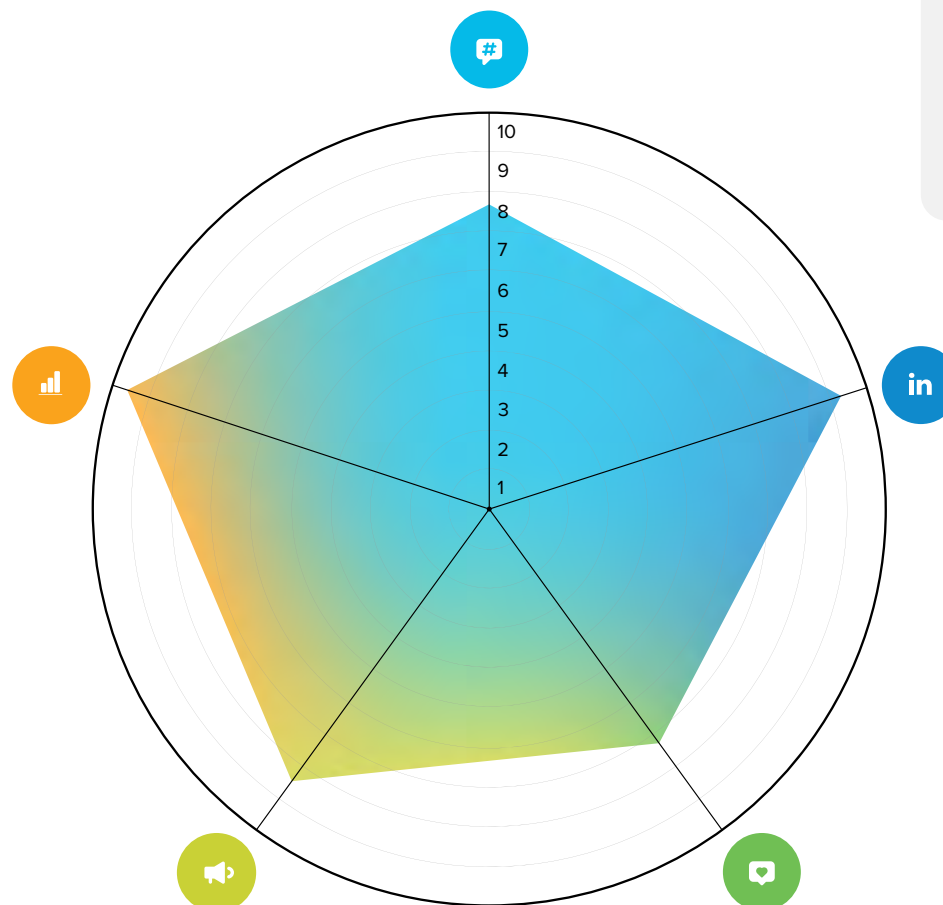
## CMO ATTENTION, SENTIMENT &amp; SALIENCE

**CONNY BRAAMS**

Chief Digital and Commercial Officer  
**Unilever**



“We see brands are increasingly chosen for their value and their values. Value in terms of offering the right value equation of superior products at the right price, and values: having a point of view on matters people truly care about and, most importantly, taking action to drive positive change.”

**At a glance**

- #3, World's Most Influential CMOs 2023
- Years on list: 3
- CCO/CDO since 2022; CMO 2020-2022
- At Unilever since 1990

CMO attention,  
sentiment & salience



CMO community  
visibility



Brand attention,  
sentiment & salience



Campaign attention  
& salience



Financial  
performance



## DIMENSION

## CMO COMMUNITY VISIBILITY

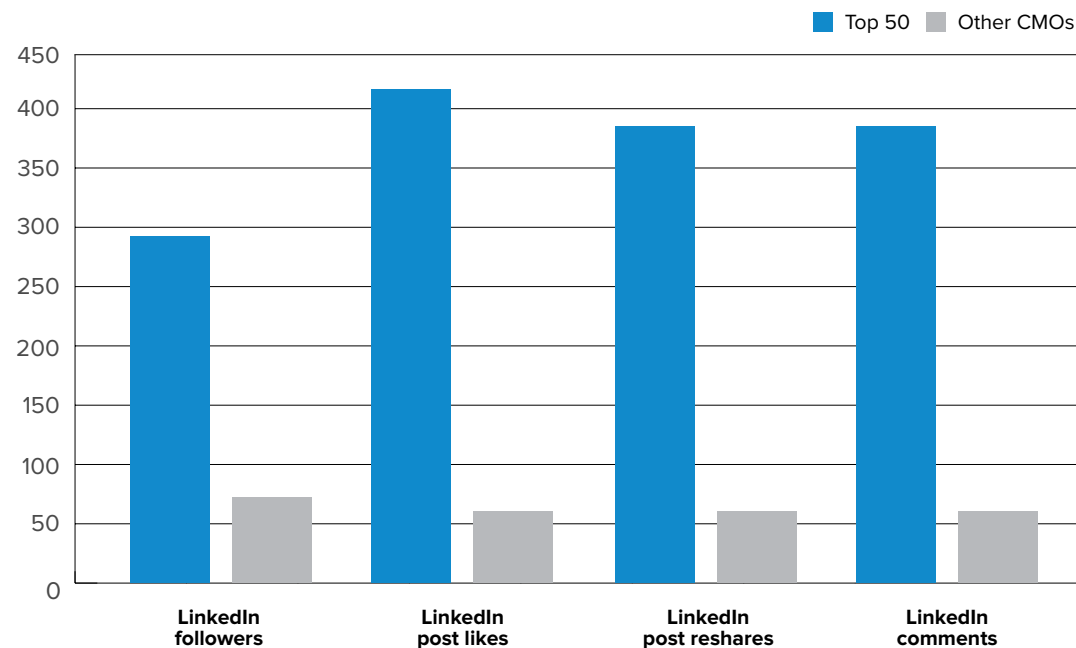
Measuring a CMO's visibility within the marketing and business community provides a proxy indicator for how the CMO influences their peers and community. Our partners at LinkedIn developed a measurable population of 153 million LinkedIn users, which included all LinkedIn members who work in marketing, as well as any managers or decision-makers in the larger business community. We then use four different indicators to determine how a CMO's LinkedIn presence serves as a proxy for marketing influence by attracting attention and engagement from within this population of marketers and decision-makers.

### Indicators for this dimension from LinkedIn

- How many followers the CMO has
- How often the CMO's posts are liked by marketers and business decision-makers
- How often the CMO's posts are shared by marketers and business decision-makers
- How often the CMO's posts receive comments from marketers and business decision-makers

### CMO COMMUNITY VISIBILITY

Across 4 LinkedIn indicators of marketing and business visibility, top 50 CMOs vastly outperform other CMOs.



LinkedIn scores for 4 key indicators of CMO performance

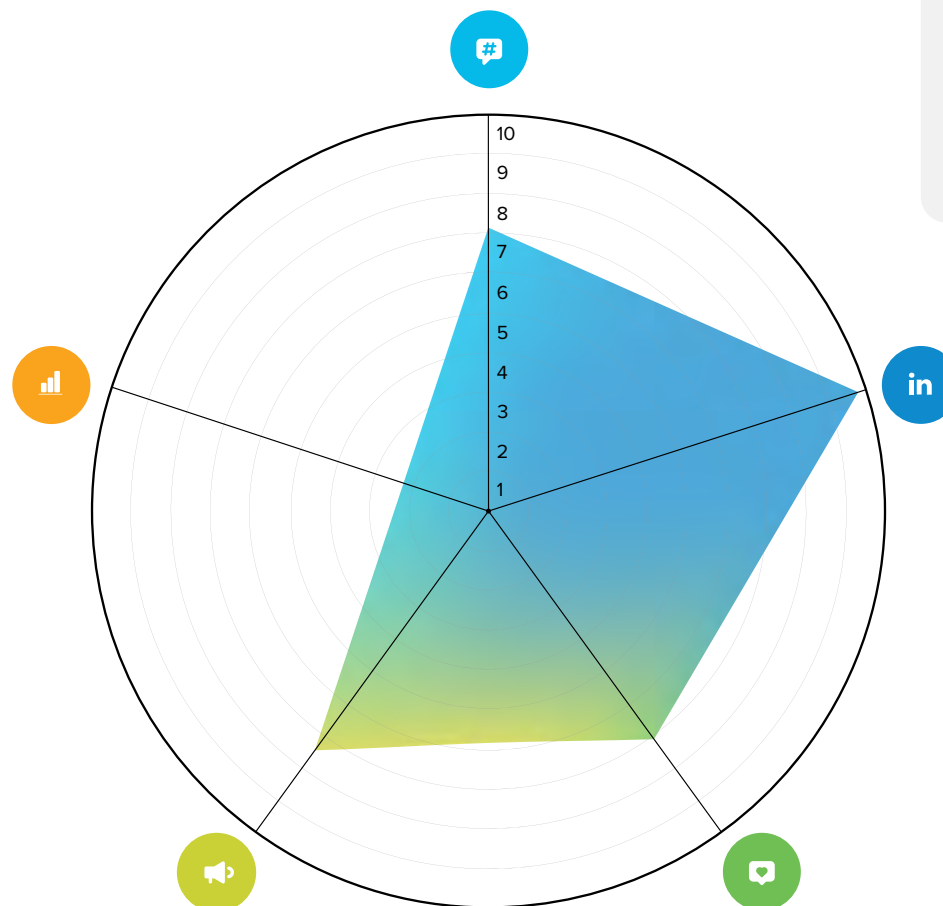
## CMO COMMUNITY VISIBILITY

**CHRIS DAVIS**

CMO & SVP of Merchandising  
**New Balance**



“We pride ourselves on being a people-first, teamwork-focused company. Team members that feel trusted in their roles directly affect the way in which consumers experience a brand.”

**At a glance**

- #12, World's Most Influential CMOs 2023
- New to list
- New Balance CMO since 2020
- At New Balance since 2008

CMO attention,  
sentiment & salience



CMO community  
visibility



Brand attention,  
sentiment & salience



Campaign attention  
& salience



Financial  
performance



At time of scoring, company was not publicly traded,  
so financial performance was not scored.

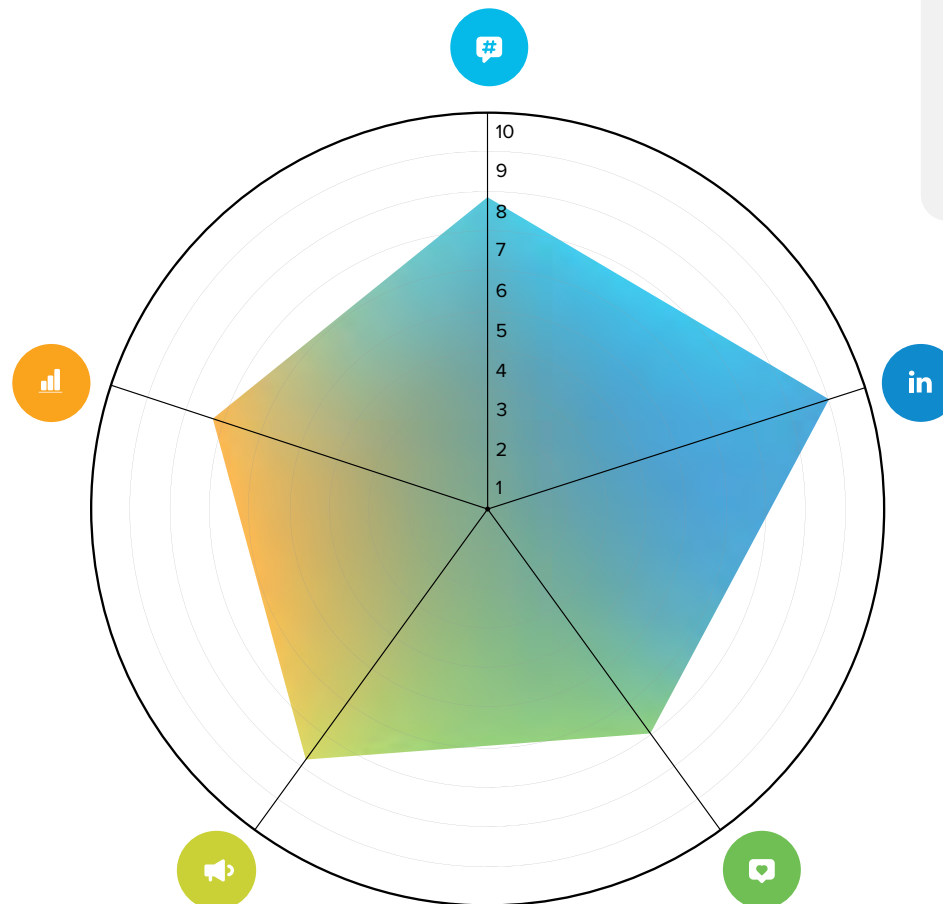
## CMO COMMUNITY VISIBILITY



**CRISTINA DIEZHANDINO**  
Global CMO  
Diageo



“The end result of putting inclusive design at the heart of our process is a better product or service for everyone, which in turn will make our creative work stronger.”

**At a glance**

- #33, World's Most Influential CMOs 2023
- Years on list: 2
- CMO since 2020, at Diageo since 2006
- Previous: Unilever

CMO attention,  
sentiment & salience



CMO community  
visibility



Brand attention,  
sentiment & salience



Campaign attention  
& salience



Financial  
performance



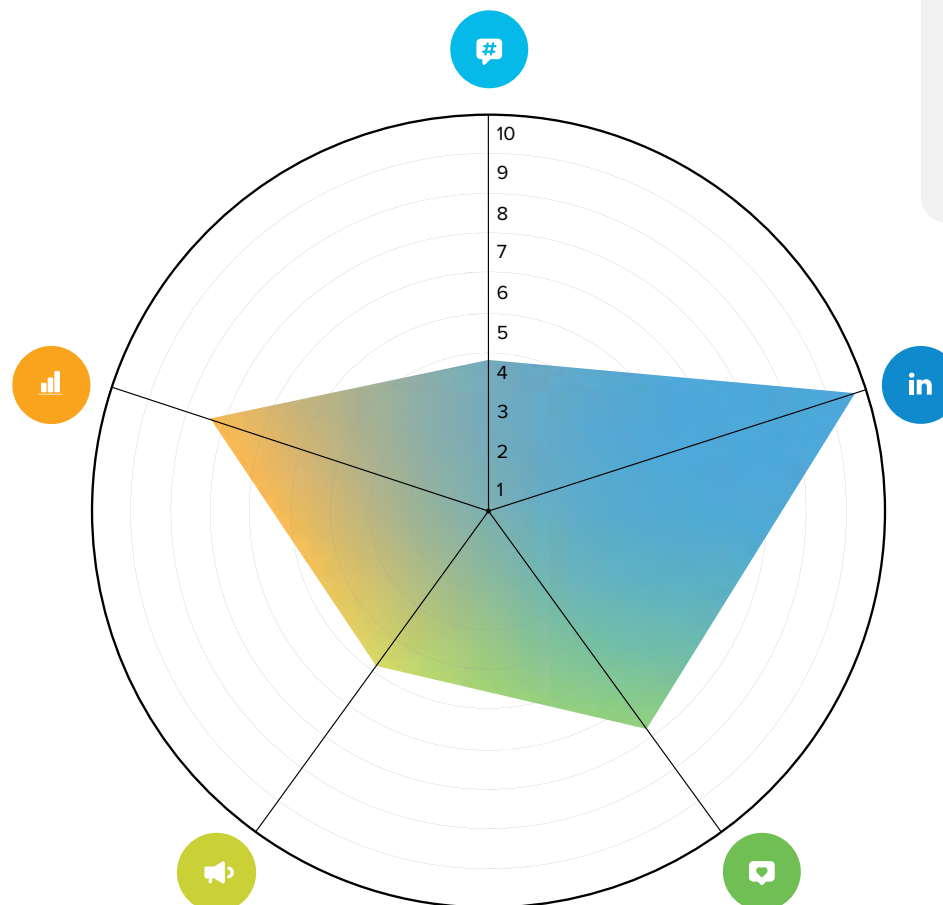
## CMO COMMUNITY VISIBILITY

**MIKE KATZ**

President of Marketing,  
Innovation and Experience  
**T-Mobile**



“Authentic marketing starts and ends with understanding your customers and then putting them first in everything you do.”

**At a glance**

- #39, World's Most Influential CMOs 2023
- New to list
- T-Mobile CMO since 2022
- At T-Mobile since 1998

CMO attention,  
sentiment & salience



CMO community  
visibility



Brand attention,  
sentiment & salience



Campaign attention  
& salience



Financial  
performance



## DIMENSION

## BRAND ATTENTION, SENTIMENT & SALIENCE

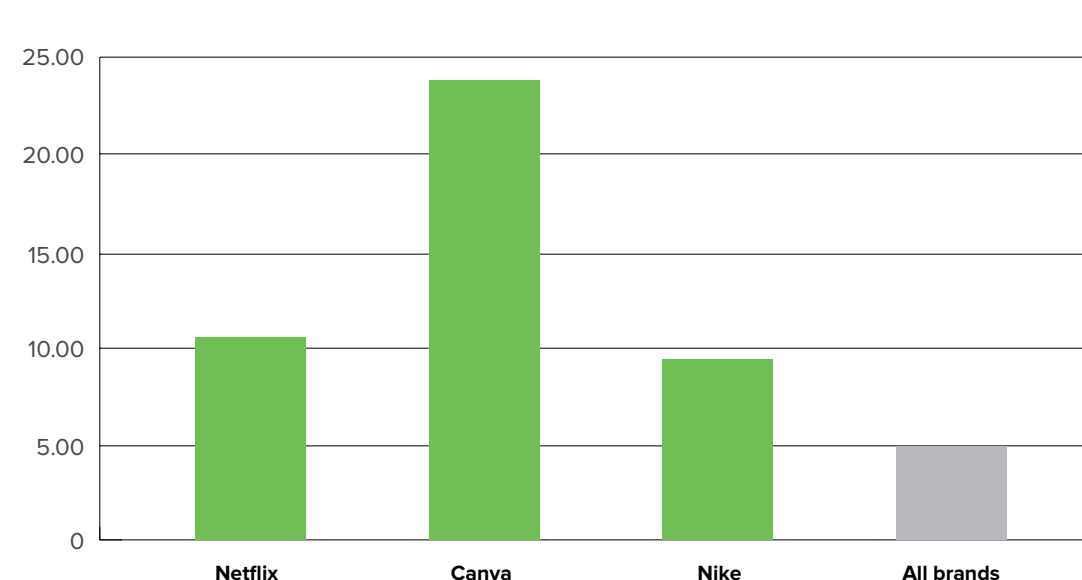
To measure the impact a CMO has on their own brand, we look at multiple indicators of brand attention, sentiment and salience. By measuring a range of indicators of customer engagement and attention across a variety of social networks and online presences, we are able to assess the overall level of interest in and sentiment towards the brand. These brand metrics are weighted less heavily in the overall score, to ensure that we are primarily measuring the leadership of individual CMOs.

### Indicators for this dimension from *Sprinklr* and *LinkedIn*

- How many messages, mentions, replies and comments a brand receives from its customers and fans
- The level of engagement with a brand's social media posts, measured as the total volume of engagements divided by the number of company followers
- The net sentiment of incoming customer and fan messages, measured by the total number of positive messages minus the number of negative messages
- How often the brand is mentioned on LinkedIn
- The average number of followers the brand has per social network, calculated across LinkedIn, Instagram, Facebook and Twitter
- How often the brand posts to its own social media presences

### BRAND SENTIMENT FOR SELECTED BRANDS

The sentiment of incoming customer and fan messages is one indicator of a CMO's ability to build positive attention for their brand.

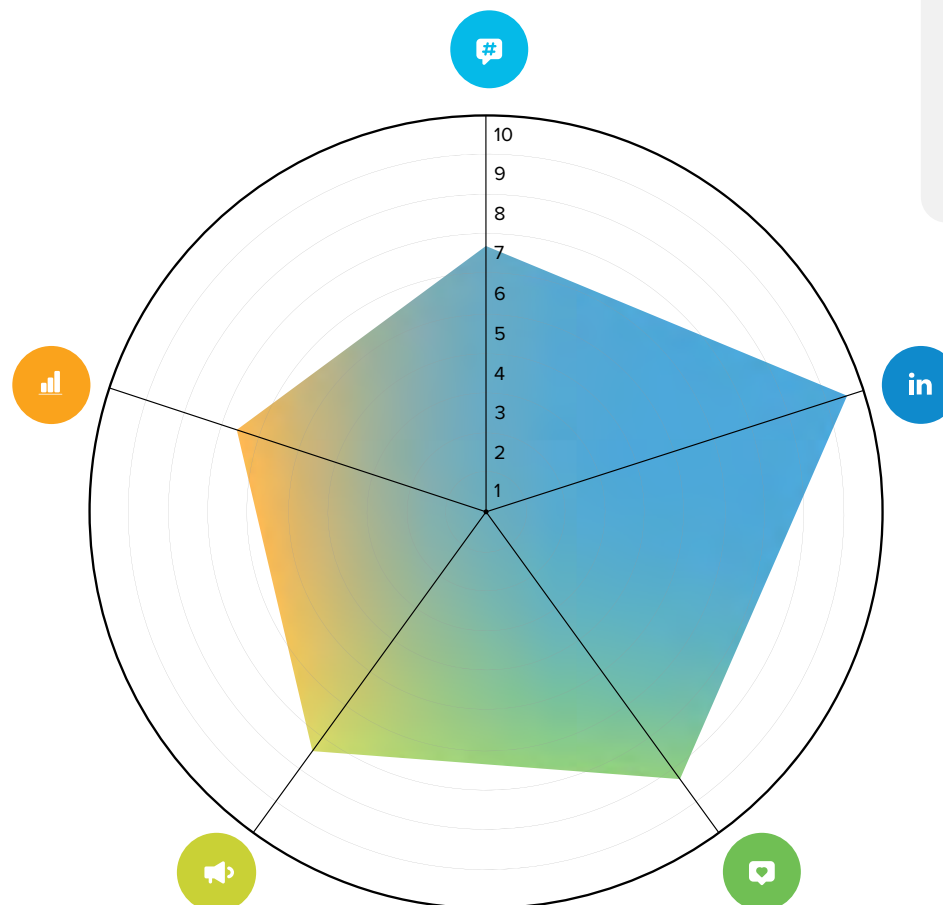


*Average sentiment score for incoming messages from customers and fans across social media platforms*

## BRAND ATTENTION, SENTIMENT &amp; SALIENCE

**DIRK-JAN VAN HAMEREN**CMO  
Nike

“As a brand, you have to be clear on your values. We’re very clear with our values in society and the things that we believe.”

**At a glance**

- #5, World's Most Influential CMOs 2023
- New to list
- Nike EVP & CMO since 2018
- At Nike since 1992

CMO attention,  
sentiment & salienceCMO community  
visibilityBrand attention,  
sentiment & salienceCampaign attention  
& salienceFinancial  
performance



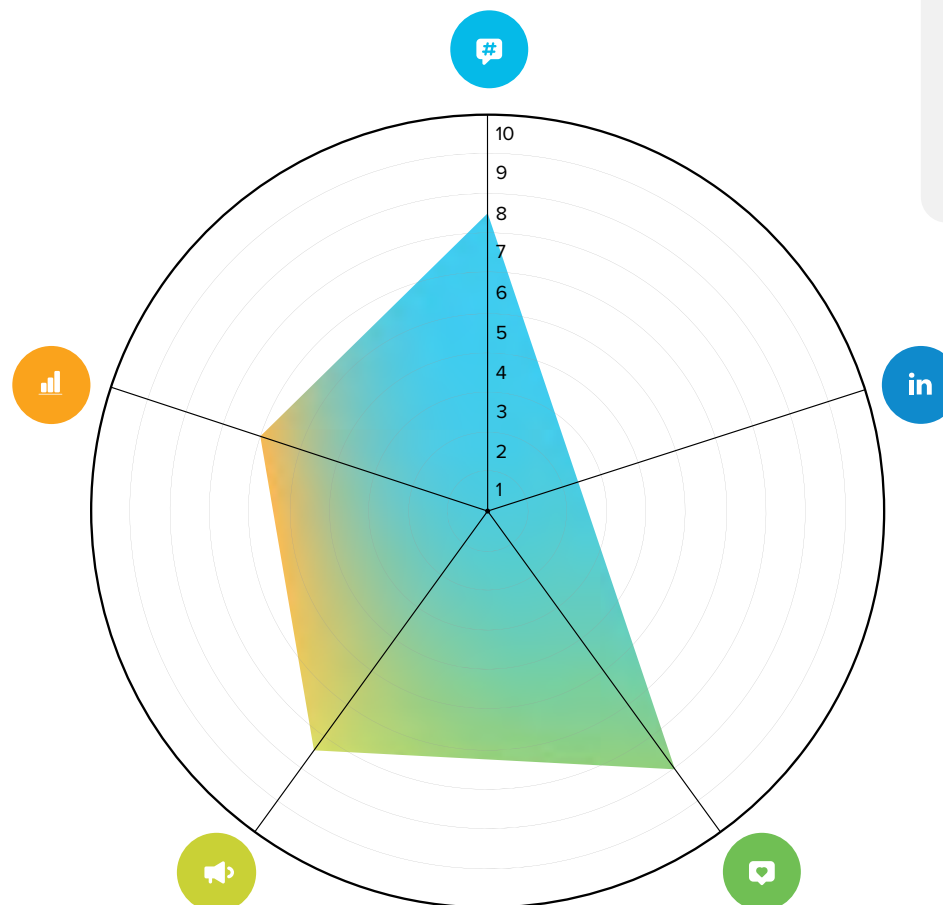
## BRAND ATTENTION, SENTIMENT &amp; SALIENCE

**ASAD AYAZ**

Chief Brand Officer, The Walt Disney Company and President, Marketing, The Walt Disney Studios And Disney+  
**The Walt Disney Company**



“Throughout both my early life and my time at the company, I’ve marveled at the power of Disney’s storytelling, experiences, and simply the name itself to inspire people and resonate through generations.”

**At a glance**

- #7 World's Most Influential CMOs 2023
- Years on list: 2
- Chief Brand Officer since 2023
- President of Marketing since 2010

CMO attention,  
sentiment & salience



CMO community  
visibility



At time of scoring, CMO was not active on LinkedIn, so community visibility was not scored.

Brand attention,  
sentiment & salience



Campaign attention  
& salience



Financial  
performance



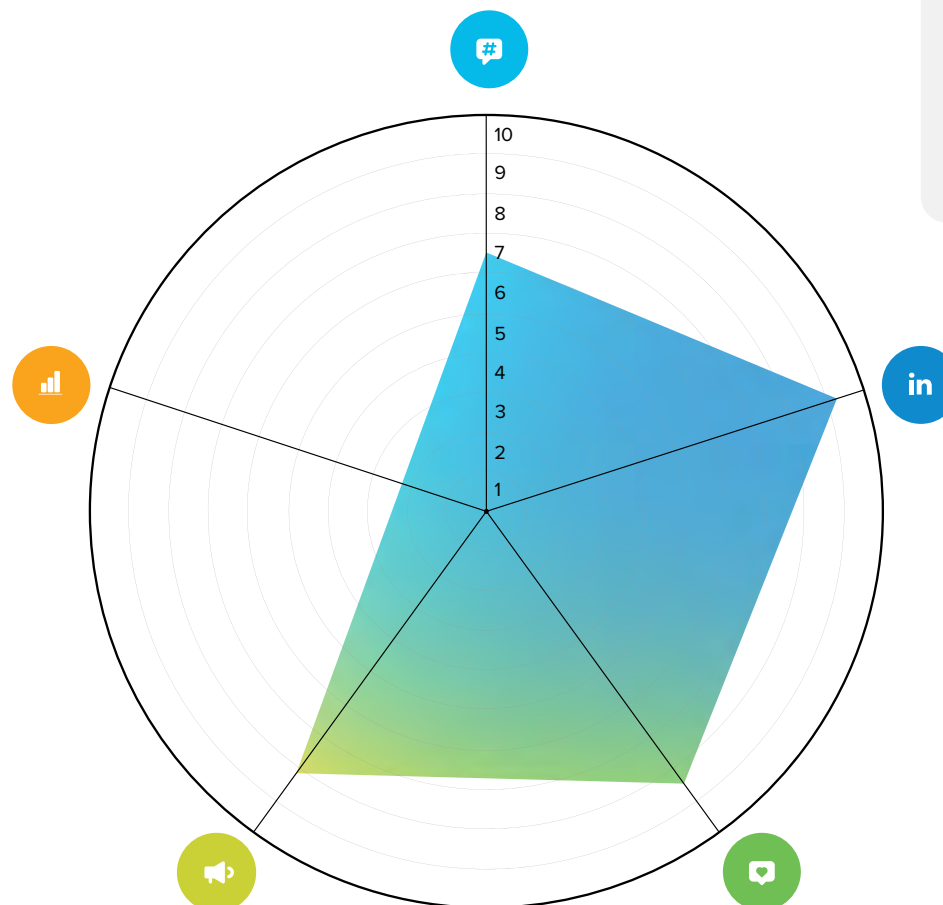
## BRAND ATTENTION, SENTIMENT &amp; SALIENCE



**ZACH KITSCHKE**  
CMO  
Canva



“Marketing and design are no longer just for ‘creative types.’... That means it’s up to CMOs to build the habits and guardrails that allow employees to get creative while staying on-message and on-brand.”

**At a glance**

- #22, World's Most Influential CMOs 2023
- New to list
- Canva CMO since 2021
- Previous: Pollenizer

CMO attention,  
sentiment & salience



CMO community  
visibility



Brand attention,  
sentiment & salience



Campaign attention  
& salience



Financial  
performance



At time of scoring, company was not publicly traded,  
so financial performance was not scored.

## DIMENSION

## CAMPAIGN ATTENTION & SALIENCE

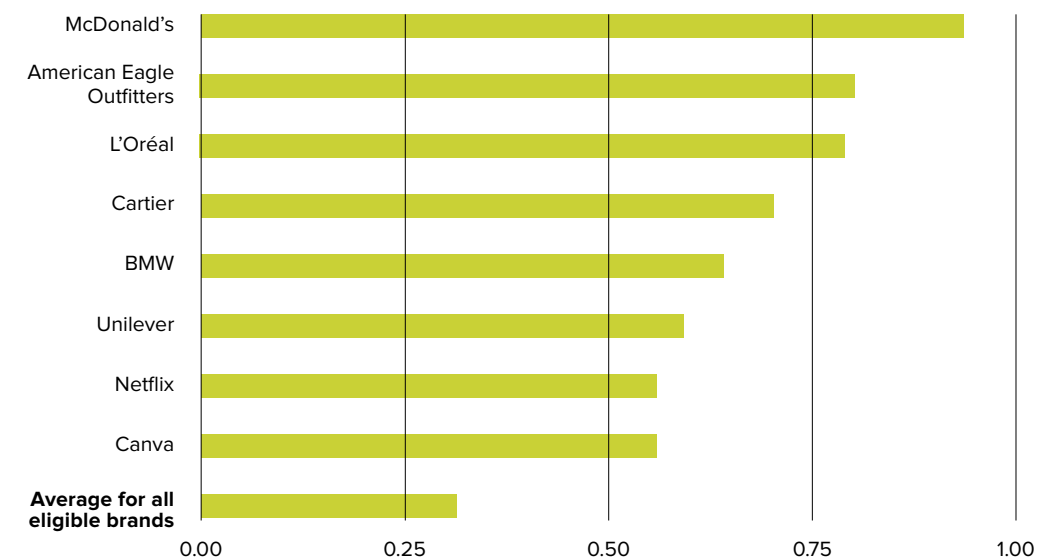
To identify the marketing moments when CMOs truly capture the interest of the marketing and business world, we measure the volume of media coverage earned by a brand's marketing and advertising initiatives; to ensure this measure performs consistently for brands with a business interest in the advertising space (such as broadcasters and marketing tech brands), we use the brand's overall marketing coverage as a baseline against which we measure the volume of mentions in the most influential outlets.

### Indicators for this dimension from Sprinklr

- How often a brand's marketing and advertising campaigns and initiatives are covered in the media
- How often a brand's marketing and advertising campaigns and initiatives are covered in the most influential media outlets and trade publications

### CAMPAIGN ATTENTION & SALIENCE

Media discussion of marketing and advertising initiatives signals attention and relevance of key campaigns.



Brand score for campaign attention & salience

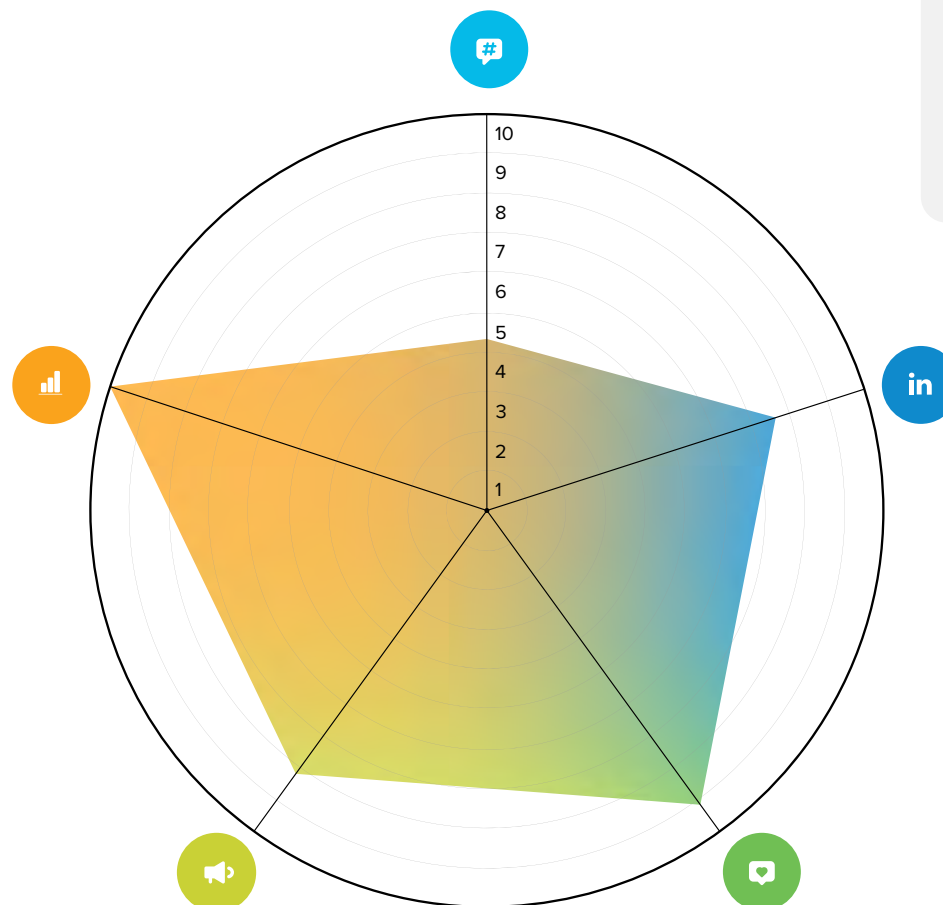
## CAMPAIGN ATTENTION &amp; SALIENCE



**MARIAN LEE**  
CMO  
Netflix



“[Our marketing team] is a swarm of bees—they can move to where the conversation is and start amplifying there...We have 80% of our plans totally set and then we leave space for us to react to what the fans are doing, and then we can swarm all over it.”

**At a glance**

- #6, World's Most Influential CMOs 2023
- New to list
- Netflix CMO since 2022
- Previous: Spotify, Condé Nast

CMO attention,  
sentiment & salience



CMO community  
visibility



Brand attention,  
sentiment & salience



Campaign attention  
& salience



Financial  
performance



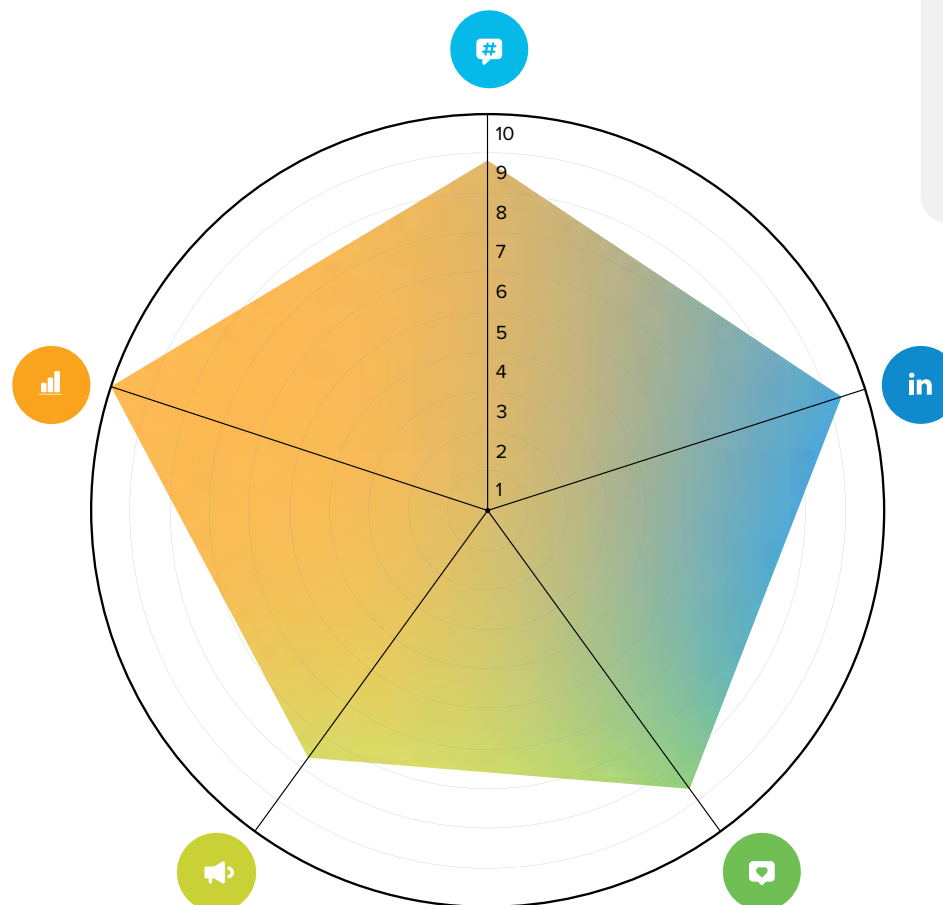
## CAMPAIGN ATTENTION &amp; SALIENCE



**JENS THIEMER**  
SVP Customer and Brand  
**BMW**



“[O]ur intention is to make the customer sales journey and the customer journey in general as fascinating as possible.”

**At a glance**

- #28, World's Most Influential CMOs 2023
- Years on list: 4
- BMW SVP since 2019
- Previous: Daimler

CMO attention,  
sentiment & salience



CMO community  
visibility



Brand attention,  
sentiment & salience



Campaign attention  
& salience



Financial  
performance



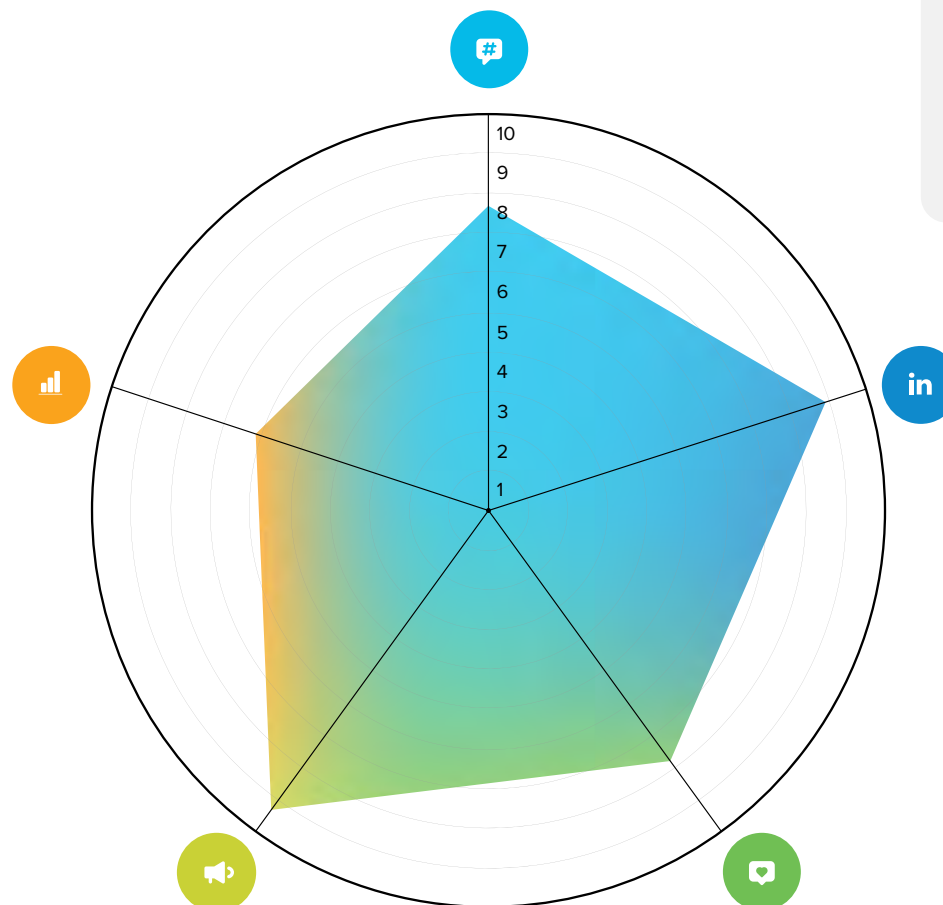
## CAMPAIGN ATTENTION &amp; SALIENCE



**CRAIG BROMMERS**  
CMO  
American Eagle Outfitters



“The mistake that some marketers have made (and I’ve been there as well), is innovation for innovation’s sake....If you’re adding real value for your customer through digital innovation that’s where you’re winning.”

**At a glance**

- #18, World’s Most Influential CMOs 2023
- New to list
- American Eagle CMO since 2020
- Previous: Gap, Abercrombie & Fitch, Calvin Klein

CMO attention,  
sentiment & salience



CMO community  
visibility



Brand attention,  
sentiment & salience



Campaign attention  
& salience



Financial  
performance



## DIMENSION

## FINANCIAL PERFORMANCE

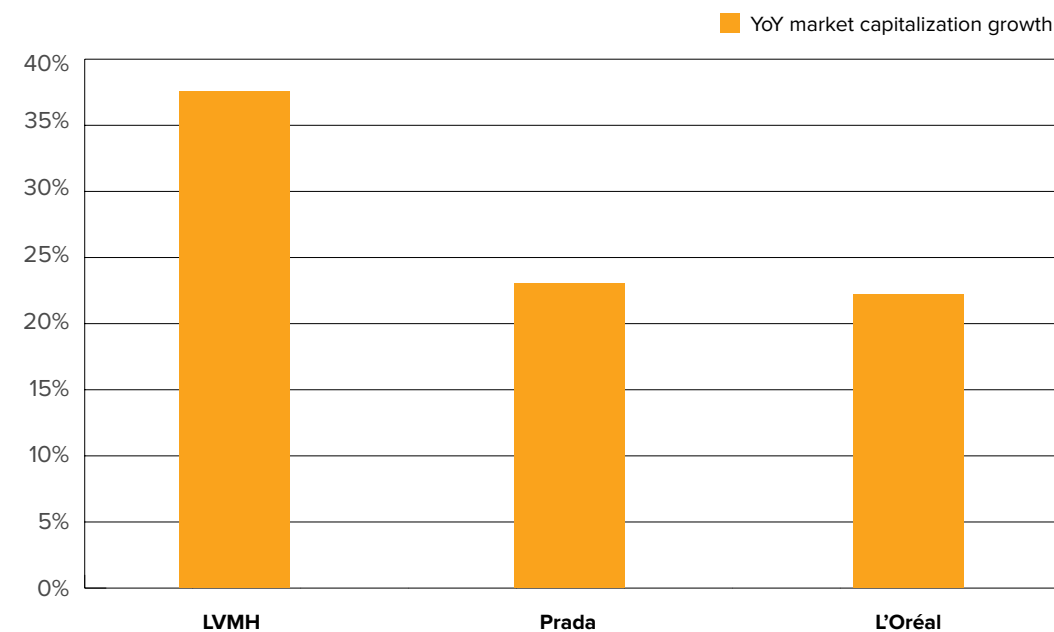
To ensure that CMO influence is considered in the context of a brand or company's overall performance, this year for the first time we incorporate financial indicators into the qualification and ranking process. By measuring the year-over-year change in market capitalization and revenue, we evaluate a CMO's personal and brand metrics in the context of bottom-line results.

### Indicators for this dimension *from financial market data*

- Year-over-year growth in revenue for this CMO's company
- Year-over-year growth in market capitalization for this CMO's company

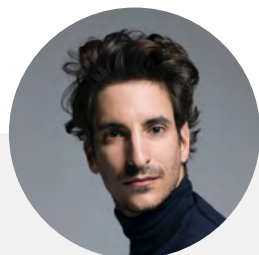
## FINANCIAL PERFORMANCE

Along with revenue change, market capitalization change provides key context for assessing performance.



YoY financial performance, April 2022 to April 2023

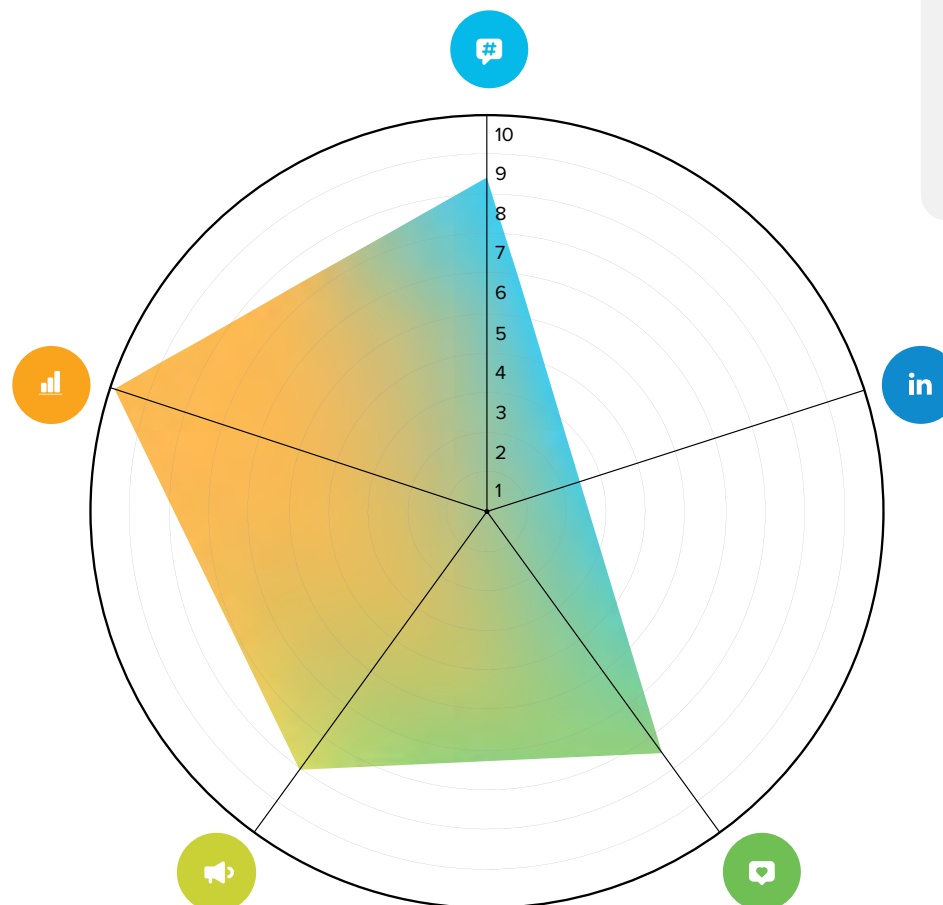
## FINANCIAL PERFORMANCE



**LORENZO BERTELLI**  
Head of Marketing  
and Communications  
**Prada**



“Being a brand-led business means you completely align your business decisions with your brand strategy, your customers and their needs. In a brand-led business it’s crucial to carry out your work in a way that respects and honors the brand, its vision, mission, values, and promise to the market.”



## At a glance

- #11, World’s Most Influential CMOs 2023
- Years on list: 3
- Prada Group Marketing Director since 2019
- Prada Group since 2017

CMO attention,  
sentiment & salience



CMO community  
visibility



At time of scoring, CMO was not active on LinkedIn, so community visibility was not scored.

Brand attention,  
sentiment & salience



Campaign attention  
& salience



Financial  
performance





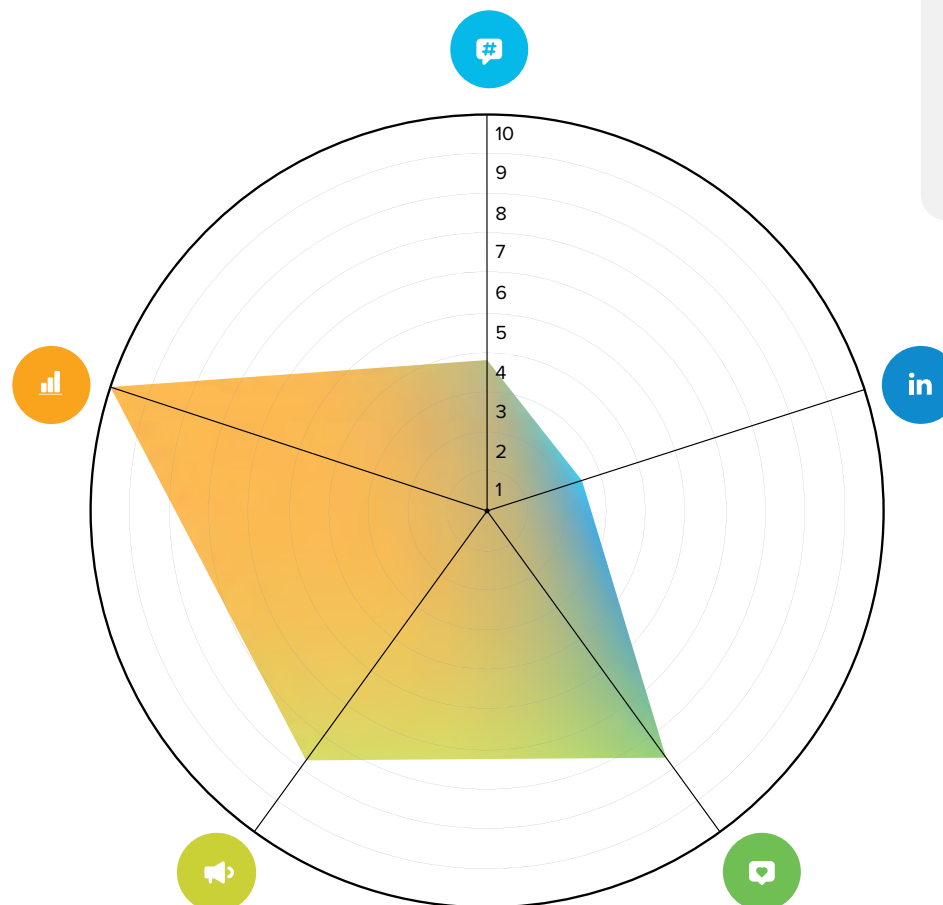
## FINANCIAL PERFORMANCE



**MATHILDE DELHOUME-DEBREU**  
Global Brand Officer  
**LVMH**



“In luxury, you have brands that are centuries old, so you need to understand the history of a brand to really extract what is the DNA of these brands. So you keep on stretching it into the future, but by always understanding the roots of the brand.”

**At a glance**

- #8, World's Most Influential CMOs 2023
- New to list
- LVMH Global Brand Officer since 2017
- Previous: Procter & Gamble

CMO attention,  
sentiment & salience



CMO community  
visibility



Brand attention,  
sentiment & salience



Campaign attention  
& salience



Financial  
performance



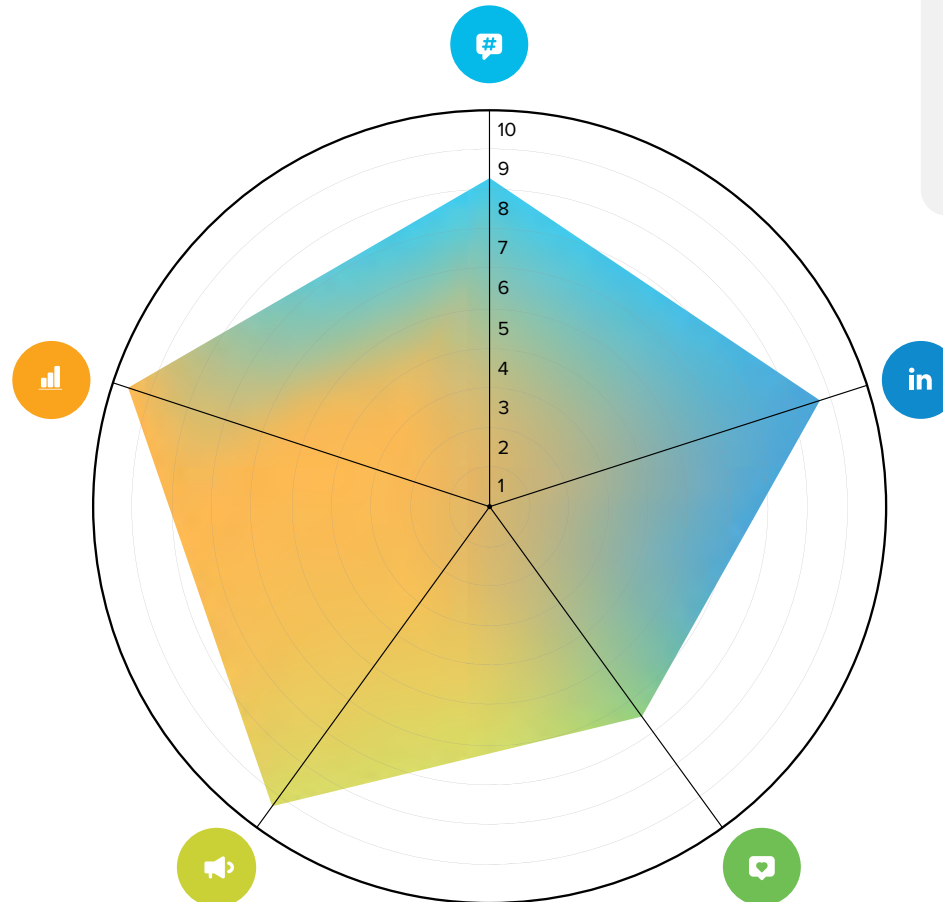
## FINANCIAL PERFORMANCE



**ASMITA DUBEY**  
CMO  
L'Oréal



“We have to move at the speed of culture because so much is changing around us....And what we do today in beauty tech, with data and AI, allows us to offer something very unique and individual.”

**At a glance**

- #21, World's Most Influential CMOs 2023
- New to list
- L'Oréal CDO/CMO since 2021
- Previous: Mindshare

CMO attention,  
sentiment & salience



CMO community  
visibility



Brand attention,  
sentiment & salience



Campaign attention  
& salience



Financial  
performance



## ABOUT THE SCORING AND RANKING PROCESS

The development of this year's *World's Most Influential CMOs* list was a multi-stage collaboration between Forbes, Sprinklr and LinkedIn.

### 1. Eligibility

The process started with identifying the brands and companies whose CMOs were eligible for consideration. This year we began with an eligible pool of 2,892 brands and companies, in almost all cases on the basis of their inclusion on one or more of the following lists:

- Forbes Global 2000
- BrandFinance Global 500
- Interbrand Best Global Brands 100
- BrandFinance Apparel
- Comparably top 1000 brands

To determine which of these brands would move forward to further evaluation, we conducted a preliminary assessment of which brands attracted the most media attention during the 2022/23 period, as well as a review of the brands and companies that were likely to be competitive on the strength of brand leadership.

### 2. CMO identification

To identify the marketing leaders who would be scored at each eligible brand and company, we looked for the global CMOs at each brand and company; in the case of companies with a portfolio of brands or national operating units, we also considered CMOs of selected sub-brands and national operations. Where there was no executive with a CMO title, we considered the most senior executive with responsibility for marketing. Once we disqualified brands and companies with no clear or competitive CMO equivalent, 470 CMOs ultimately proceeded to the measurement and scoring stage.

### 3. Measurement and scoring

We developed four sets of comprehensive indicators that were used to score all eligible CMOs:

- Sprinklr Social Listening data on each individual CMO powered the indicators used to assess CMO attention, sentiment & salience. This portion of the dataset encompassed more than 145,000 news, blog, web, Twitter, podcast and forum mentions about or from eligible CMOs.
- LinkedIn data powered the indicators used to assess CMO community visibility, as well as a portion of our brand attention & salience dimension. This data came from more than 6 million brand mentions on LinkedIn, along with almost 1.5 million engagements on CMO posts on the platform; the metrics that specifically assessed the engagement of marketing professionals and business decision-makers came from a universe of approximately 153 million LinkedIn members.
- Sprinklr Competitive Insights & Benchmarking provided key metrics on brand performance, used to measure brand attention & salience. This portion of our dataset encompassed a total of 11.2 billion brand-related social media shares, likes, retweets and comments.
- Sprinklr Social Listening data on brand marketing and advertising coverage powered the indicators that make up the campaign attention & salience dimension. This data encompassed more than 1.6 million news stories about the marketing and advertising efforts of the evaluated brands and CMOs.

The eighteen indicators from these four data sources were combined into a single weighted model that placed more emphasis on the metrics that most closely reflect individual CMO influence and impact (CMO attention, sentiment & salience, plus CMO community visibility), while also considering marketing and brand performance. We used four slightly different variations of our scoring model, removing the Twitter and/or LinkedIn metrics from the model for CMOs who were not active users of one or both networks at the time of scoring.

### 4. Qualification and ranking

To put CMO scores in context, we compiled year-over-year revenue and market capitalization figures for all competitive CMOs at publicly traded companies. For private companies, financial performance data was not available or considered. Financial data and journalistic judgement informed the qualification and ranking process that determined the final selection and rankings on this year's list.

## QUOTE SOURCES

William White, Walmart: [\*Walmart enters the metaverse with two new Roblox experiences\*](#)

Dara Treseder, Autodesk: [\*Autodesk's Dara Treseder on Brand Building and More\*](#)

Conny Braams, Unilever: [\*Unilever aims to lead the way on sustainability and media responsibility\*](#)

Chris Davis, New Balance: [\*New Balance CMO Chris Davis, on How to Evolve Your Brand and Stand Out in a Crowded Marketplace\*](#)

Cristina Diezhandino, Diageo: [\*Diageo CMO on its diversity agenda: 45% of our global ads have now been shot by a woman\*](#)

Mike Katz, T-Mobile: [\*A Perspective Spotlight With Mike Katz, T-Mobile\*](#)

Dirk-Jan van Hameren, Nike: [\*It's gotta be the ads! Inside Nike's 50th anniversary: Celebrate the past, focus on the future\*](#)

Asad Ayaz, The Walt Disney Company: [\*Asad Ayaz Named The Walt Disney Company's First-Ever Chief Brand Officer\*](#)

Zach Kitchke, Canva: [\*3 key habits of design-forward brands—and how CMOs can lead with guardrails\*](#)

Marian Lee, Netflix: [\*Inside Netflix's viral 'Wednesday' marketing strategy\*](#)

Jens Thiemer, BMW: [\*BMW vs Tesla: BMW to sell 25% of its cars online in 3 years\*](#)

Craig Brommers, American Eagle Outfitters: [\*CMO of the Week: American Eagle's Craig Brommers\*](#)

Lorenzo Bertelli, Prada: [\*'Our values have always translated into coherent business choices': Why Prada's internal culture prepares it for a bold future - Interbrand\*](#)

Mathilde Delhoume-Debreu, LVMH: [\*Mathilde Delhoume-Debreu \(LVMH\) | The Five D's to Clarify Purpose\*](#)

Asmita Dubey, L'Oréal: [\*New epicenters of influence are growing: Asmita Dubey, L'Oreal global marketing chief\*](#)

# Forbes

---

Forbes champions success by celebrating those who have made it, and those who aspire to make it. Forbes convenes and curates the most influential leaders and entrepreneurs who are driving change, transforming business and making a significant impact on the world. The Forbes brand today reaches more than 140 million people worldwide through its trusted journalism, signature LIVE and Forbes Virtual events, custom marketing programs and 45 licensed local editions in 76 countries. Forbes Media's brand extensions include real estate, education and financial services license agreements.



---

Sprinklr is a leading enterprise software company for all customer-facing functions. With advanced AI, Sprinklr's unified customer experience management (Unified-CXM) platform helps companies deliver human experiences to every customer, every time, across any modern channel. Headquartered in New York City with employees around the world, Sprinklr works with more than 1,400 of the world's most valuable enterprises — global brands like Microsoft, P&G, Samsung and more than 50% of the Fortune 100.



---

With more than 930 million members in 200 countries and regions worldwide, LinkedIn is the world's largest professional network. Our vision is to create economic opportunity for every member of the global workforce. We connect the world's professionals to make them more productive and successful, and transform the way companies hire, market, and sell.