

SCORING THE 2024

Forbes World's Most Influential CMOs

Measuring Influence in B2C Industries



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INTRODUCTION

While CMOs drive the art and science of marketing globally, the nature of their influence can look and be applied differently from one industry to the next.

In this year’s companion report to the [2024 Forbes World’s Most Influential CMOs list](#), we provide industry-by-industry comparisons and benchmarks. To protect the integrity of the scoring process, we are sharing only a slice of the 20 indicators that informed this year’s scoring, and are focusing on the three dimensions of the scoring process powered by Sprinklr data.

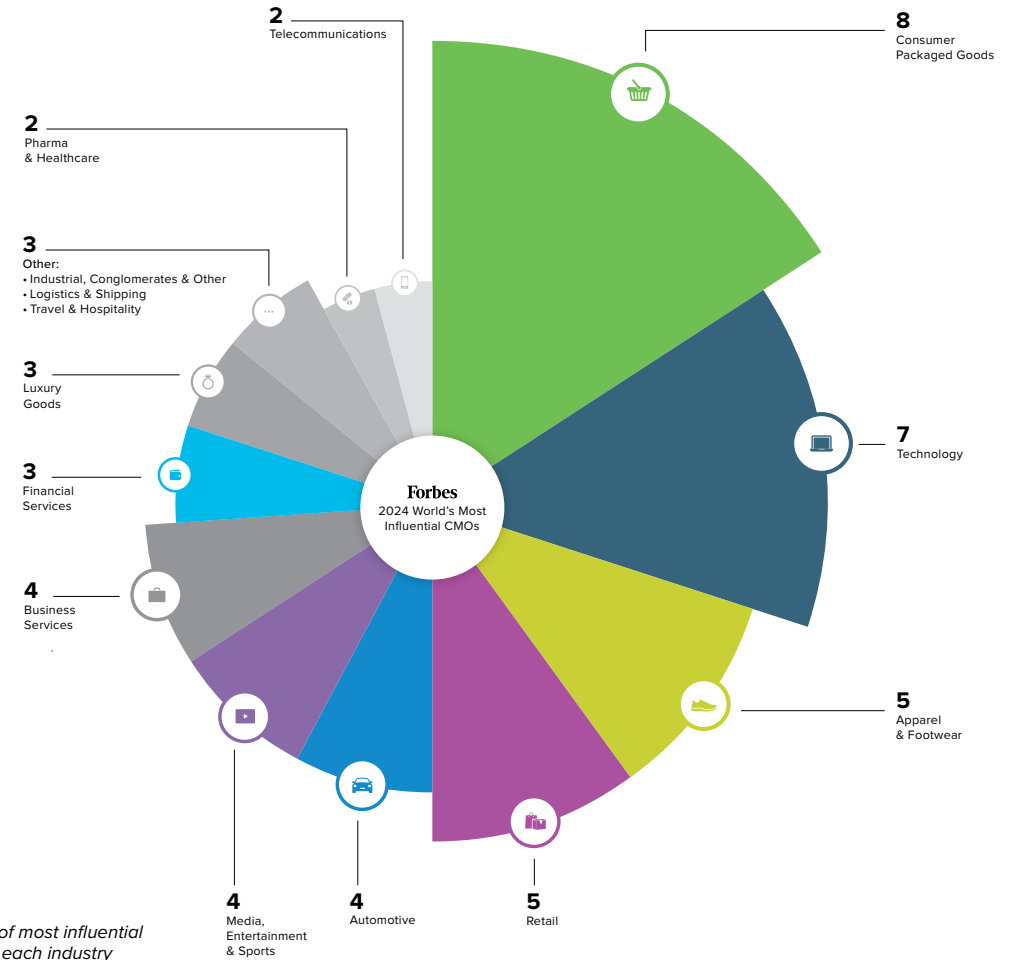
This companion report focuses on seven business-to-consumer industries, each of which has multiple CMOs represented on the 2024 Forbes World’s Most Influential CMOs list:

- Apparel & Footwear
- Automotive
- Consumer Packaged Goods
- Financial Services
- Media, Entertainment & Sports
- Retail
- Technology

To contextualize the performance of the recognized CMOs, we also provide benchmarks based on the aggregate performance of other brands and eligible CMOs across these featured industries.

The Forbes World’s Most Influential CMOs by industry

The world’s most influential CMOs come from 14 different industries.



The Dimensions of Influence

This report spotlights three of the five dimensions of influence that were scored as part of developing the 2024 *Forbes World's Most Influential CMOs* list.

DIMENSIONS

Attention for Marketing Work

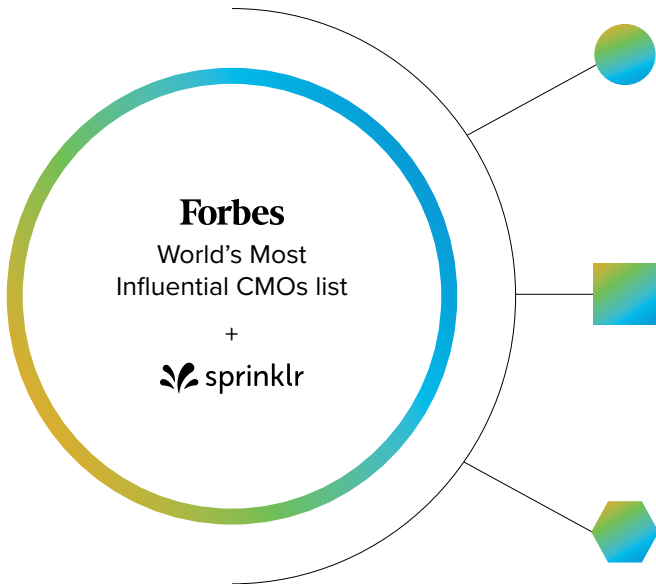
How CMOs drive marketing and advertising innovation—with ads and campaigns that generate attention and praise

CMO Attention, Sentiment & Salience

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

Brand Awareness & Sentiment

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



INDICATORS

- Media mentions of brand marketing and advertising campaigns and initiatives
- Influential media* mentions of brand marketing and advertising campaigns and initiatives

- CMO media mentions
- CMO influential media* mentions
- CMO blog/web mentions
- CMO X mentions
- Sentiment of CMO media and blog/web mentions
- Sentiment of CMO X mentions

- Inbound messages to brand
- Engagement with brand social posts
- Net sentiment of inbound messages
- Brand mentions on LinkedIn
- Brand followers (average per social network)
- Brand posts to social media

The full scoring and ranking process included two additional dimensions: CMO Community Visibility and Financial Performance. See the [methodology note at the end of this report](#) for details on the indicators included in those dimensions. All indicators are quantitative indicators (i.e. volume metrics) unless otherwise noted. Indicators and dimensions are not weighted equally. The specific balance of indicators remains confidential to preserve the integrity of future lists.

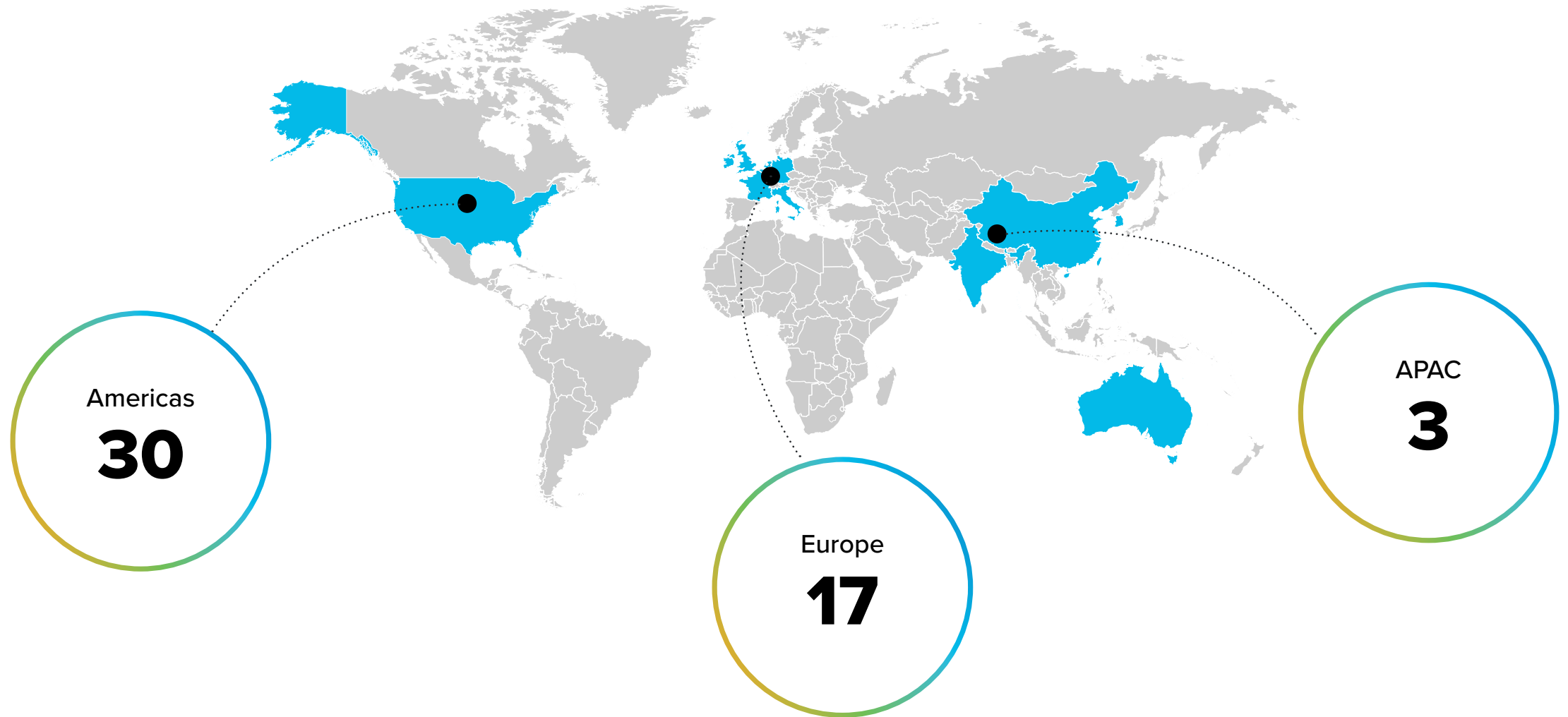
*Influential media mentions count is based on a curated list of 249 media outlets that are widely cited in roundups of key industry or trade publications, or that are members of the Epica Awards

The World's Most Influential CMOs 2024

[Linked CMOs](#) are featured in this report.

RANK	NAME	BRAND	RANK	NAME	BRAND
1	Marian Lee	Netflix	26	Hildegard Wortmann	Audi
2	Tariq Hassan	McDonald's	27	Jill Kramer	Accenture
3	Frank Cooper III	Visa	28	Tammy Henault	NBA
4	William White	Walmart	29	Sumit Virmani	Infosys
5	Asmita Dubey	L'Oréal	30	Jonathan Bottomley	Calvin Klein
6	Greg Joswiak	Apple	31	Marissa Jarratt	7-Eleven
7	Marcel Marcondes	AB InBev	32	Heidi Cooley	Crocs
8	Chris Davis	New Balance	33	Ulrich Klenke	Deutsche Telekom
9	Tim Ellis	NFL	34	Don McGuire	Qualcomm
10	Linus Karlsson	IKEA	35	Fiona Carter	Goldman Sachs Group
11	Asad Ayaz	The Walt Disney Company	36	Jane Wakely	PepsiCo
12	Mathilde Delhoume-Debreu	LVMH	37	Lara Hood Balazs	Intuit
13	Esi Eggleston Bracey	Unilever	38	Lisa Roath	Target
14	Zach Kitschke	Canva	39	Patricia Corsi	Bayer
15	Andréa Feddersen Mallard	Pinterest	40	Kenny Mitchell	Levi Strauss & Co.
16	Chris Tung	Alibaba	41	Taylor Montgomery	Taco Bell
17	Manuel (Manolo) Arroyo	Coca-Cola	42	Arnaud Carrez	Cartier
18	Kofi Amoo-Gottfried	DoorDash	43	Andres "Drew" Panayiotou	Pfizer
19	Alex Schultz	Meta	44	Julia White	SAP
20	Carla Zakhem-Hassan	JPMorgan Chase	45	Carrie Palin	Cisco
21	Detlev von Platen	Porsche	46	Enrico Galliera	Ferrari
22	Alicia Tillman	Delta	47	Chris Leong	Schneider Electric
23	Olivier Bialobos	Dior	48	Mike Katz	T-Mobile
24	Lennard Hoornik	Jaguar Land Rover	49	Sofia Colucci	Molson Coors Brewing
25	Cristina Diezhandino	Diageo	50	Jonathan Adashek	IBM

The World's Most Influential CMOs by location





MARKETING ATTENTION

The marketing output of the most influential CMOs captures the attention of the marketing and business community and attracts media coverage for their work.

To provide a level playing field for measuring marketing attention across industries, we assess the attention a brand's marketing efforts garner in the world's top media outlets, relative to the baseline volume of mentions for its marketing efforts across all news media.

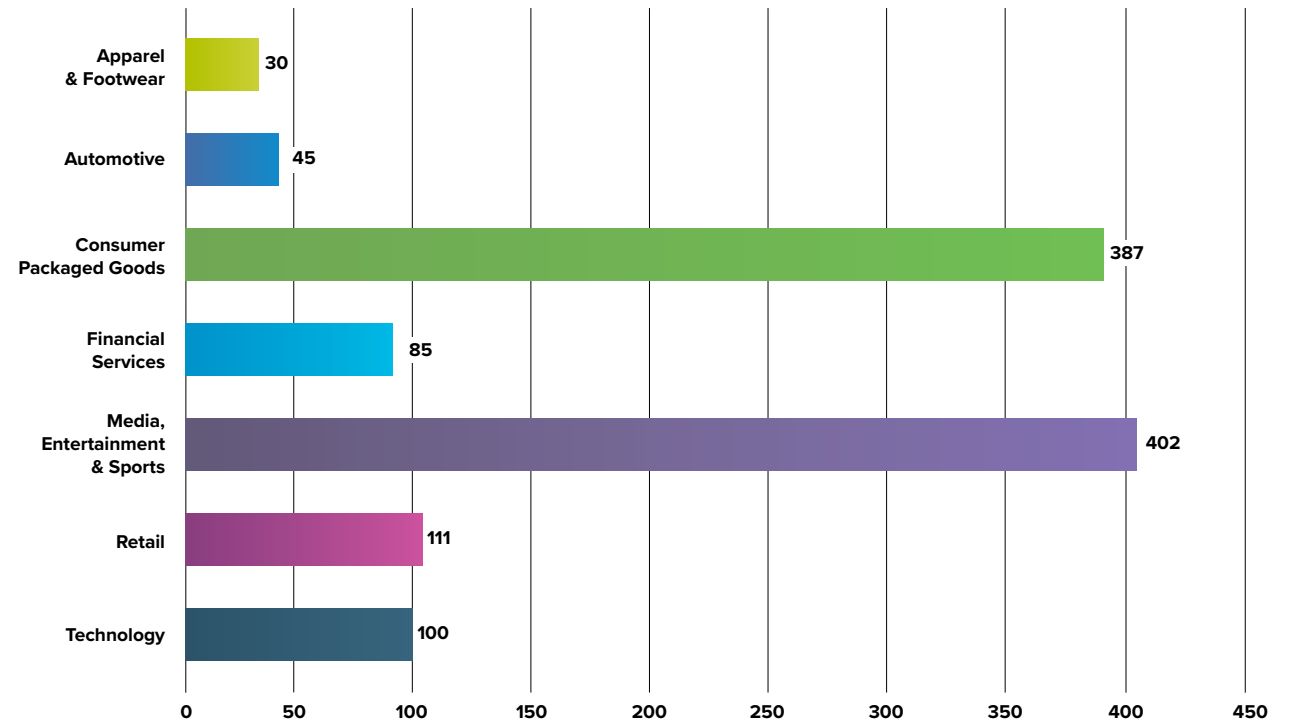
ASMITA DUBEY

Chief Digital & Marketing Officer
L'Oréal
CDMO since 2021

L'Oréal's marketing efforts are frequently mentioned by leading news outlets, putting them in the top 7% of brands for marketing coverage.



Media coverage of marketing efforts across industries



Median volume of media mentions of marketing efforts led by the most influential CMOs across industries

CMO ATTENTION, SENTIMENT & SALIENCE

By considering both the breadth and impact of an individual CMO's media and online presence, we can assess how a CMO personally builds awareness of their work and for their brands and companies.

Across all industries combined, the most influential CMOs garner more than 6 times as much media attention as other CMOs.

ARNAUD CARREZ

SVP & Chief Marketing Officer

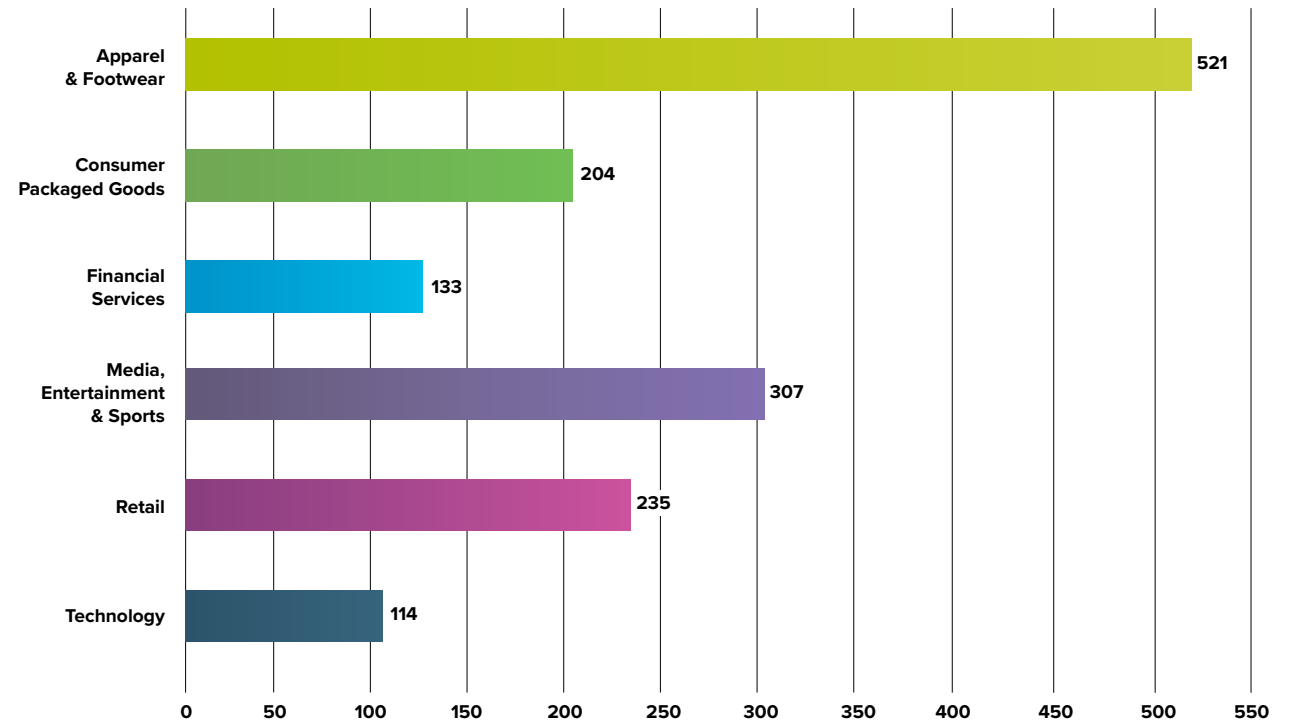
Cartier

CMO since 2019

Carrez is in the top 15% of CMOs on annual media mentions.



CMO media coverage by industry



Median volume of media coverage for the most influential CMOs in selected industries



BRAND AWARENESS & SENTIMENT

To help evaluate the influence of today’s CMOs, we analyze a comprehensive set of engagement and attention indicators across a range of social networks, websites and podcasts. These brand-specific measures complement the metrics that measure the individual influence of CMOs.

The number of followers a brand attracts is just one sign of how brand awareness translates into brand enthusiasm and engagement. Average follower count across social networks is just one of 6 indicators of brand attention, sentiment and salience that go into the overall scoring and ranking process.

JONATHAN BOTTOMLEY

Chief Marketing Officer

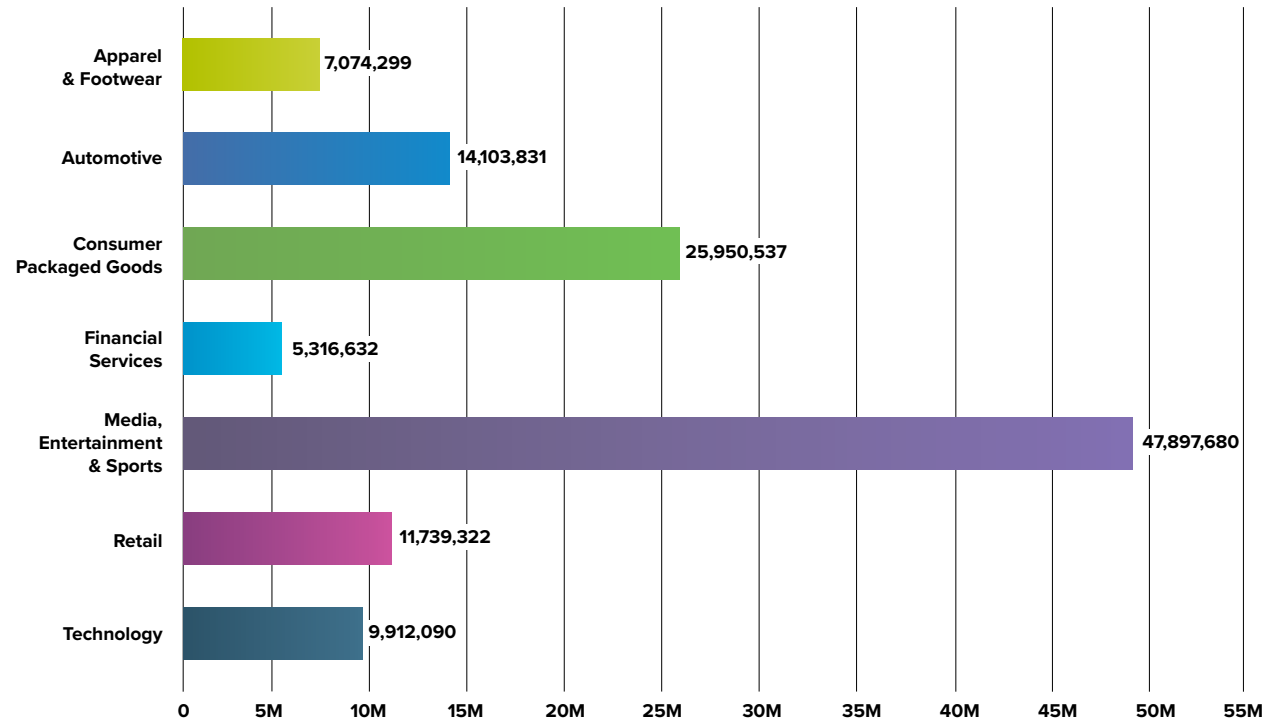
Calvin Klein

CMO since 2022

Under Jonathan Bottomley’s leadership, Calvin Klein has more followers per network than 89% of brands scored.



Social network followers across industries



Average number of social media followers per network across industries for brands led by the most influential CMOs



Apparel & Footwear





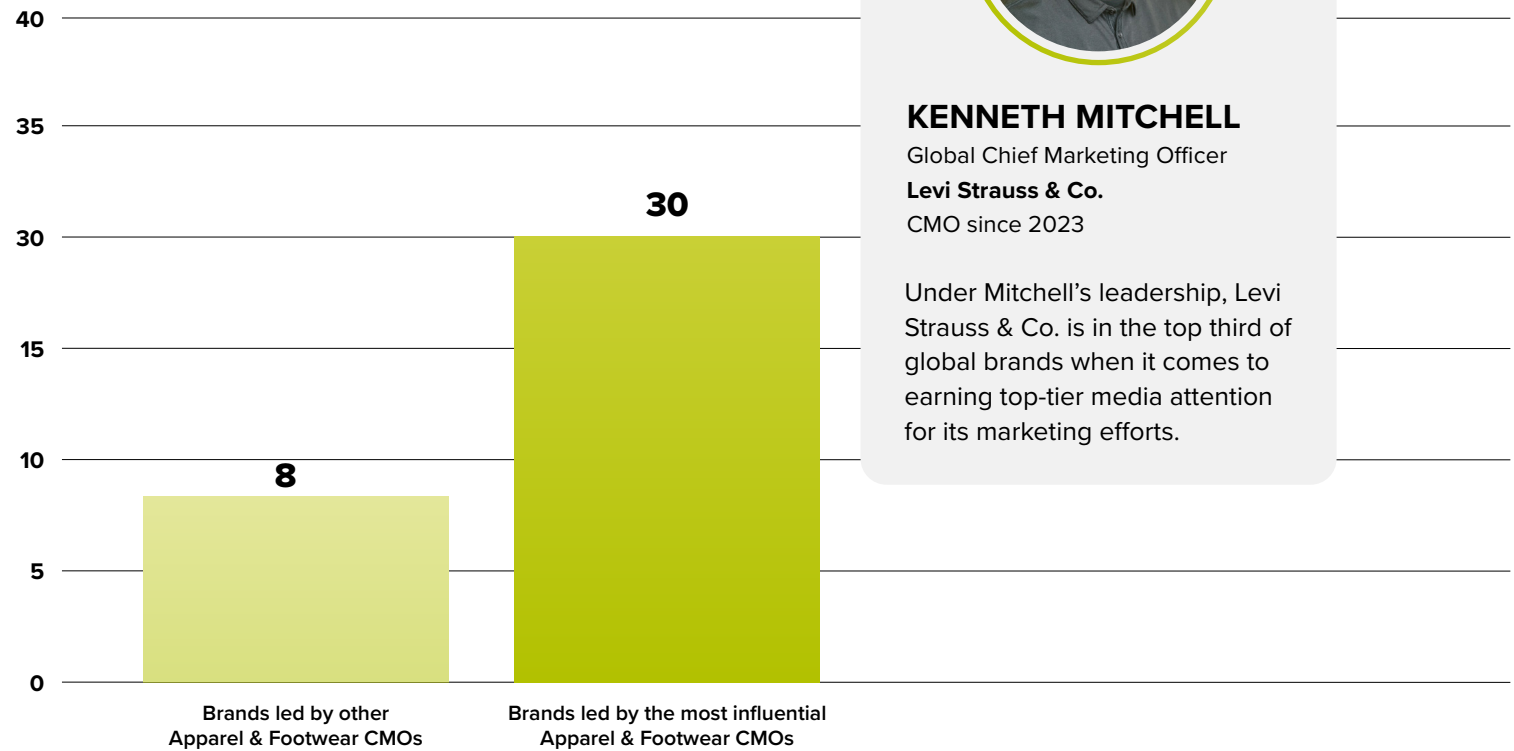
DIMENSION 1

MARKETING ATTENTION

This dimension measures the media attention paid to the marketing efforts led by a CMO and their team.

The marketing efforts led by the most influential Apparel & Footwear CMOs garner more than 3x as much media coverage in top outlets as the efforts of other CMOs in the industry.

Apparel & Footwear brands Media coverage of marketing efforts



KENNETH MITCHELL

Global Chief Marketing Officer
Levi Strauss & Co.
CMO since 2023

Under Mitchell's leadership, Levi Strauss & Co. is in the top third of global brands when it comes to earning top-tier media attention for its marketing efforts.

Mentions in top media outlets of marketing efforts of Apparel & Footwear brands: Median mention volume, 2023-24



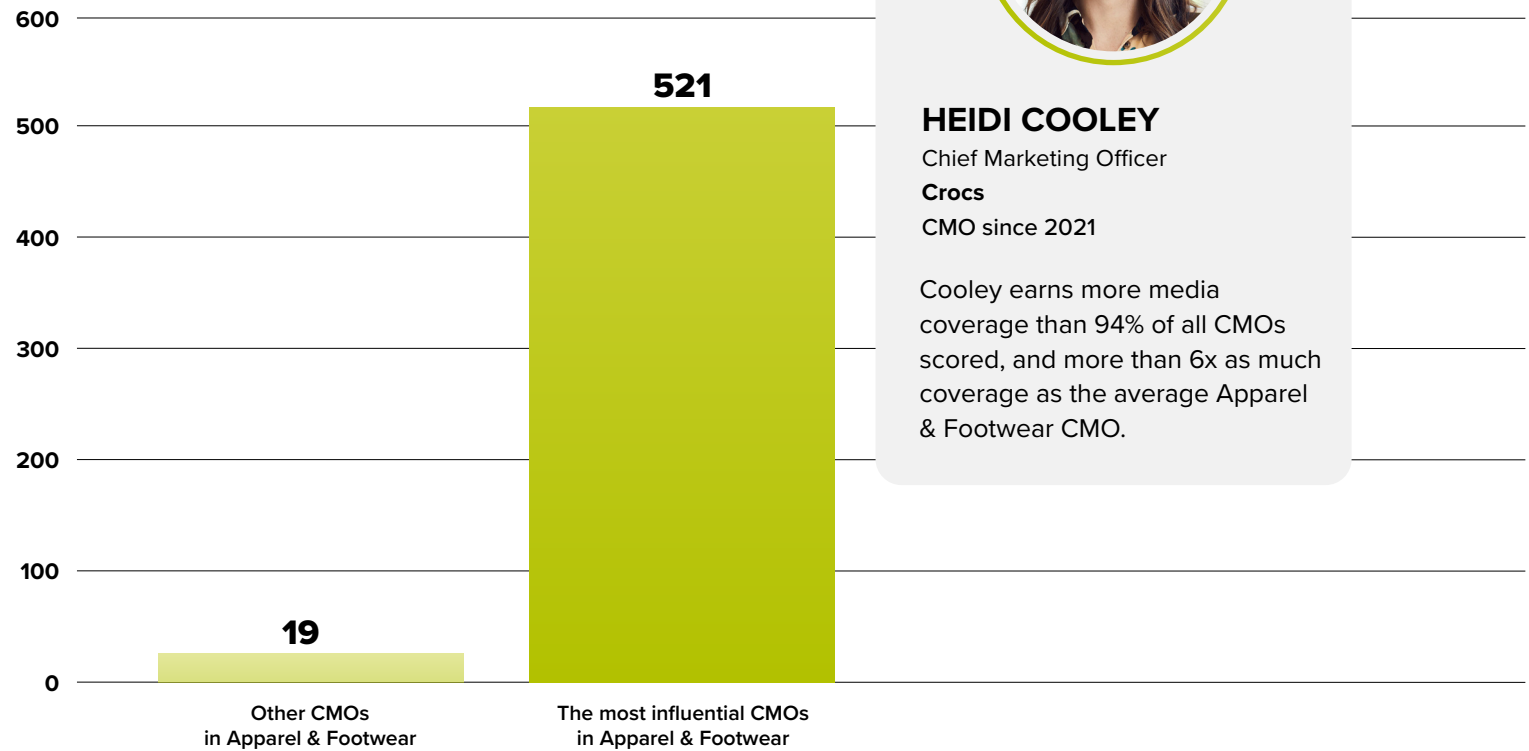
DIMENSION 2

CMO ATTENTION, SENTIMENT & SALIENCE

This dimension encompasses 6 indicators of how a CMO's news and online footprint generates attention and relevance for their brand.

The most influential Apparel & Footwear CMOs **get 27x as much media coverage** as other CMOs in the industry.

Apparel & Footwear brands Media coverage of CMOs



HEIDI COOLEY
 Chief Marketing Officer
Crocs
 CMO since 2021

Cooley earns more media coverage than 94% of all CMOs scored, and more than 6x as much coverage as the average Apparel & Footwear CMO.

Median volume of media mentions of Apparel & Footwear CMOs, 2023-24



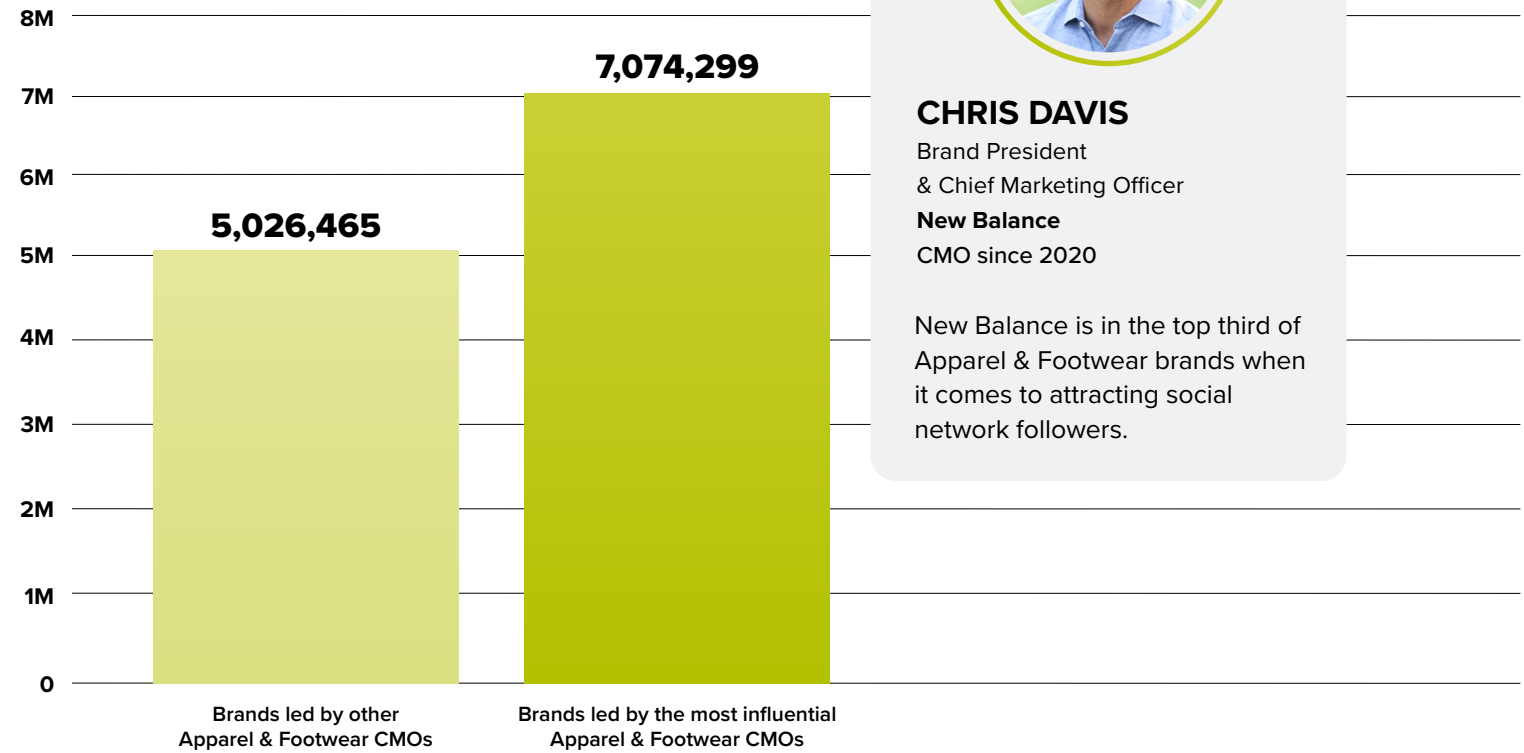
DIMENSION 3

BRAND AWARENESS & SENTIMENT

This dimension is based on 6 indicators that together measure a CMO's success in building attention and enthusiasm for their brand.

The brands led by **the most influential CMOs have 40% more social network followers** than brands led by other Apparel & Footwear CMOs.

Apparel & Footwear brands Average followers per social network



CHRIS DAVIS
 Brand President
 & Chief Marketing Officer
New Balance
 CMO since 2020

New Balance is in the top third of Apparel & Footwear brands when it comes to attracting social network followers.

Average number of social media followers per network for individual Apparel & Footwear brands as of April 2024



Automotive



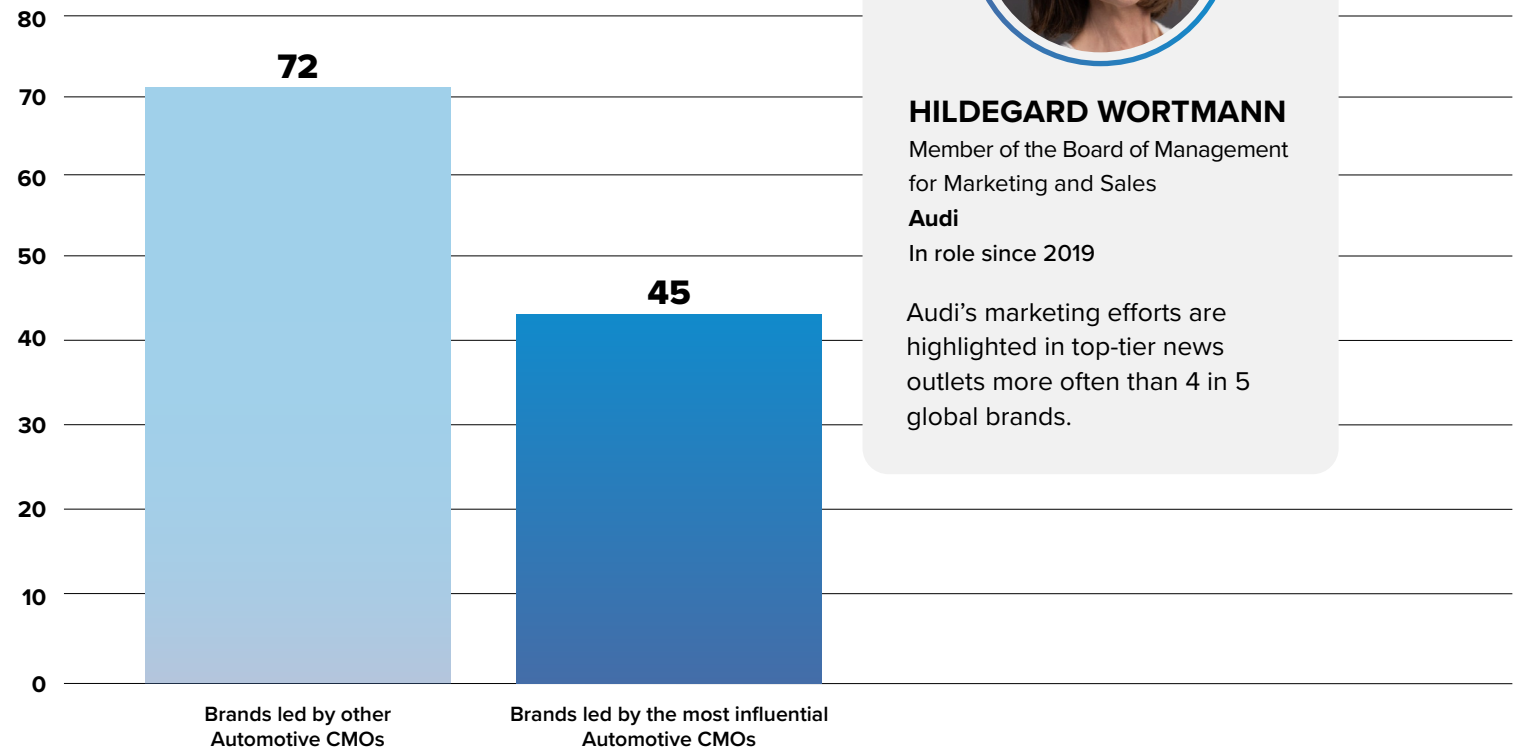
DIMENSION 1

MARKETING ATTENTION

This dimension measures the media attention paid to the marketing efforts led by a CMO and their team.

Compared with other Auto manufacturers, **the brands led by the most influential Auto CMOs attract almost 3x as many social network followers.**

Auto brands Media coverage of marketing efforts



HILDEGARD WORTMANN

Member of the Board of Management for Marketing and Sales

Audi

In role since 2019

Audi's marketing efforts are highlighted in top-tier news outlets more often than 4 in 5 global brands.

Mentions in top media outlets of marketing efforts led by Automotive brands: Median mention volume, 2023-24



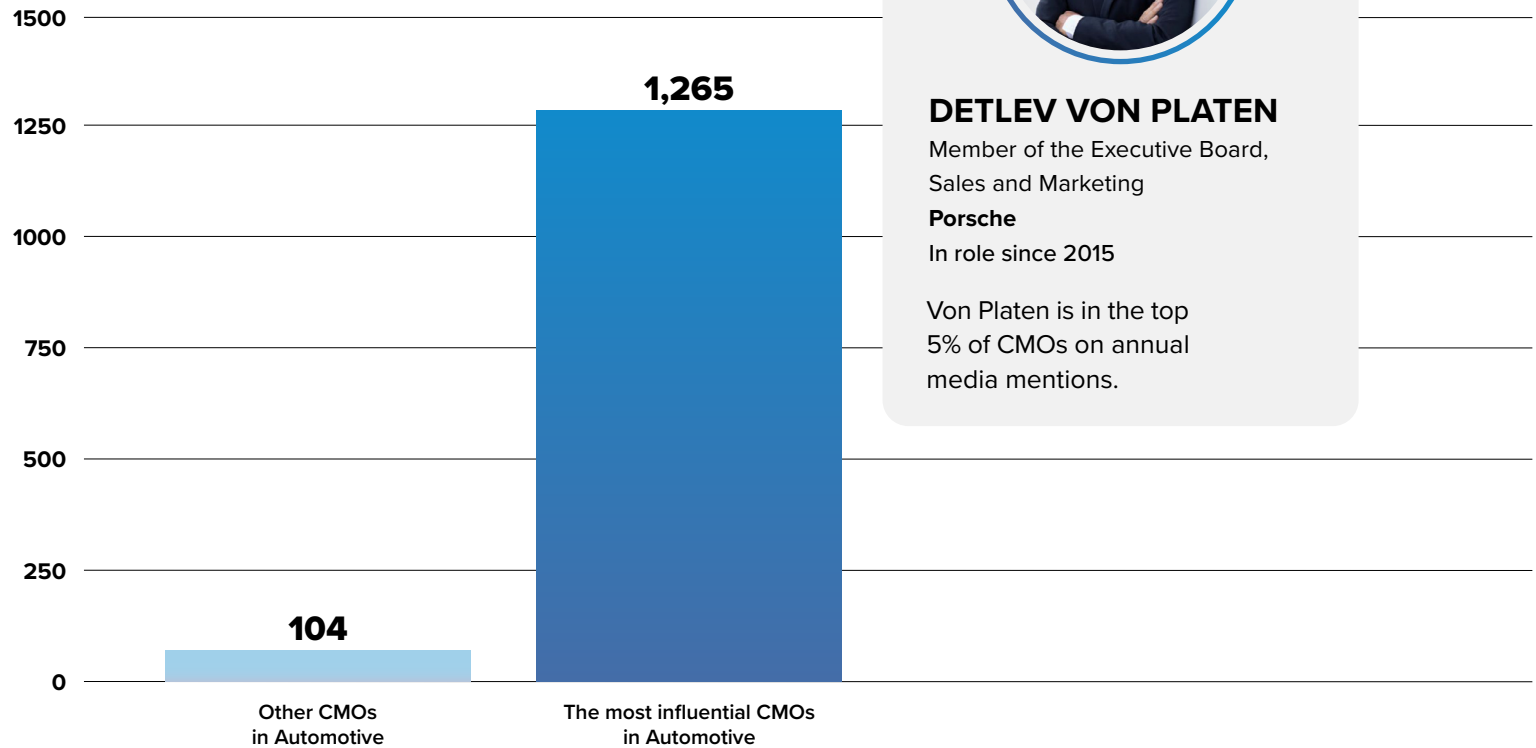
DIMENSION 2

CMO ATTENTION, SENTIMENT & SALIENCE

This dimension encompasses 6 indicators of how a CMO's news and online footprint generates attention and relevance for their brand.

The most influential Auto CMOs garner 12x as much media attention as their industry counterparts.

Auto brands
Media coverage of CMOs



DETLEV VON PLATEN

Member of the Executive Board,
Sales and Marketing

Porsche

In role since 2015

Von Platen is in the top 5% of CMOs on annual media mentions.

Median volume of media mentions of Automotive CMOs, 2023-24

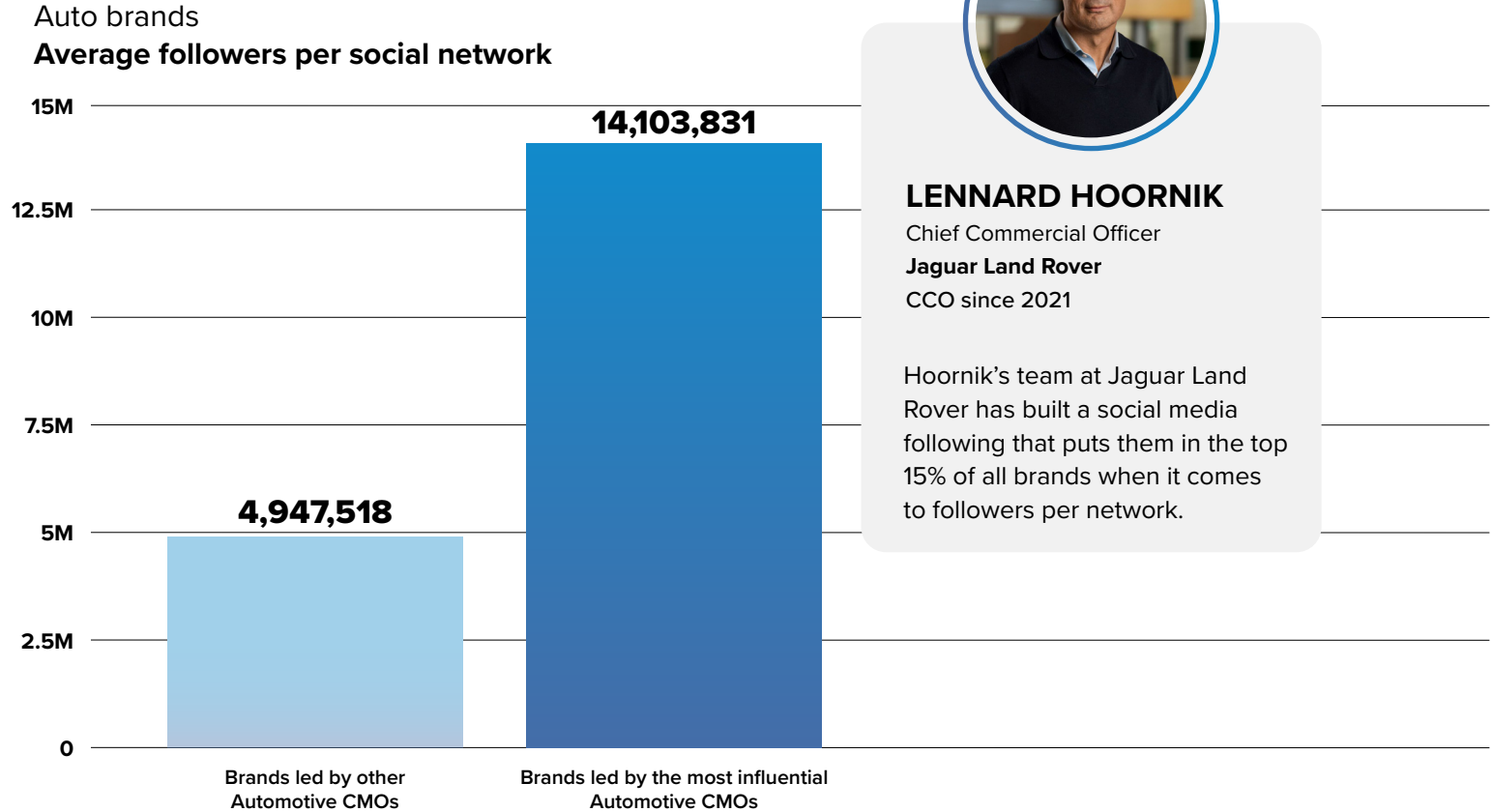


DIMENSION 3

BRAND AWARENESS & SENTIMENT

This dimension is based on 6 indicators that together measure a CMO's success in building attention and enthusiasm for their brand.

Compared with other Auto manufacturers, **the brands led by the most influential Auto CMOs attract almost 3x as many social network followers.**



LENNARD HOORNIK

Chief Commercial Officer
Jaguar Land Rover
CCO since 2021

Hoornik's team at Jaguar Land Rover has built a social media following that puts them in the top 15% of all brands when it comes to followers per network.

Average number of social media followers per network for individual Automotive brands as of April 2024



Consumer Packaged Goods



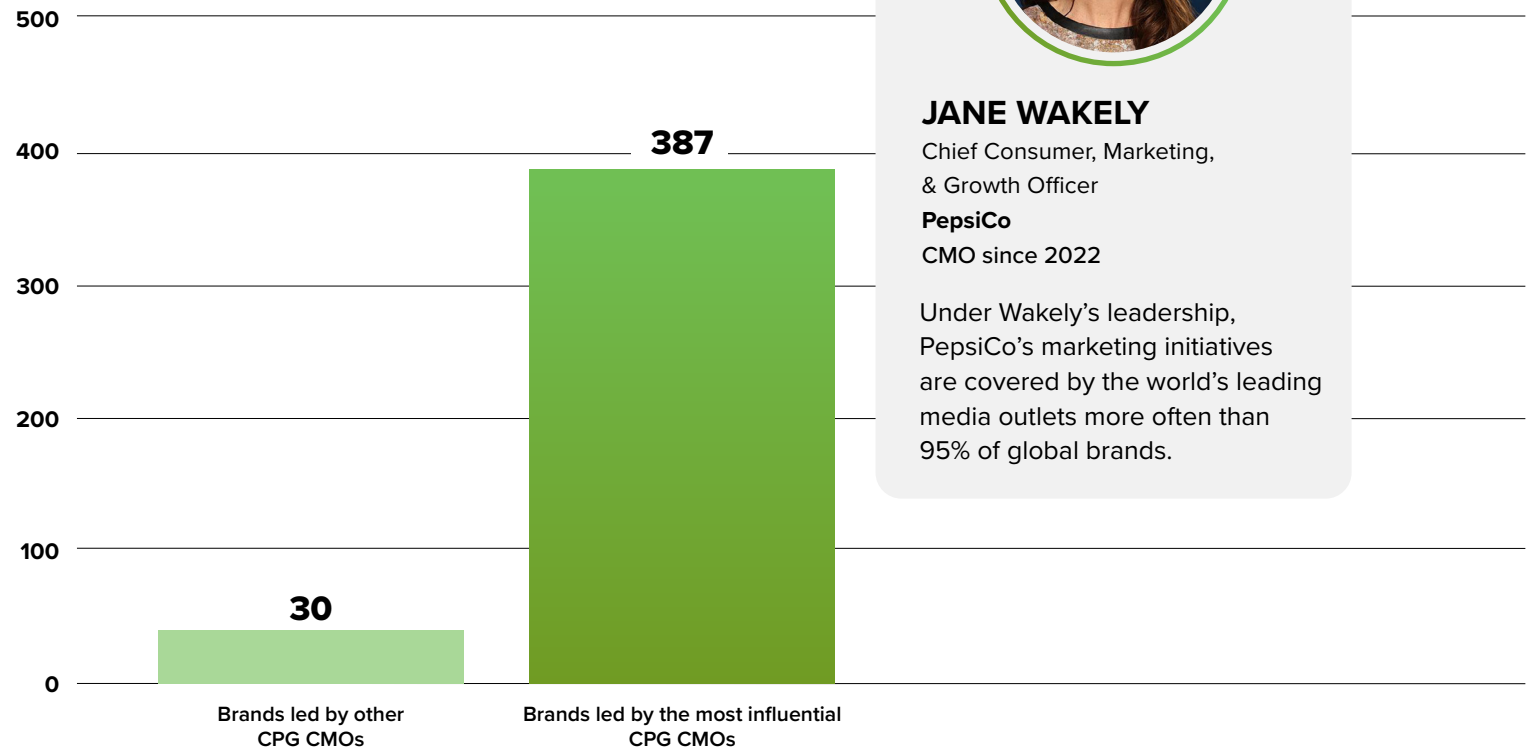
DIMENSION 1

MARKETING ATTENTION

This dimension measures the media attention paid to the marketing efforts led by a CMO and their team.

The marketing efforts led by influential CPG CMOs get covered by top media outlets almost 13x as often as those led by other CPG CMOs.

CPG brands
Media coverage of marketing efforts



JANE WAKELY
Chief Consumer, Marketing,
& Growth Officer
PepsiCo
CMO since 2022

Under Wakely's leadership, PepsiCo's marketing initiatives are covered by the world's leading media outlets more often than 95% of global brands.

Mentions in top media outlets of marketing efforts led by CPG brands: Median mention volume, 2023-24



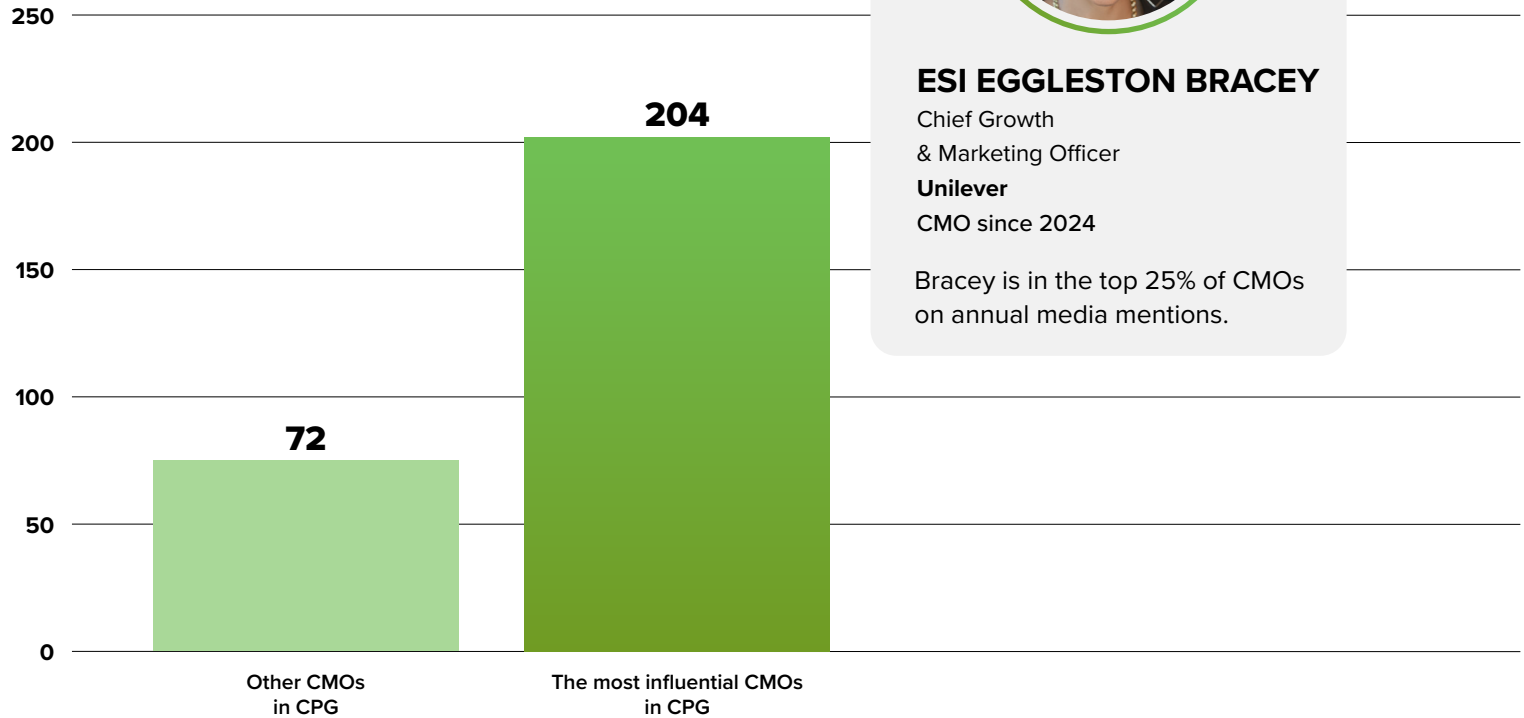
DIMENSION 2

CMO ATTENTION, SENTIMENT & SALIENCE

This dimension encompasses 6 indicators of how a CMO's news and online footprint generates attention and relevance for their brand.

The most influential CPG CMOs garner 3x more media coverage than other CMOs in the industry.

CPG brands
Media coverage of CMOs



ESI EGGLESTON BRACEY

Chief Growth & Marketing Officer

Unilever

CMO since 2024

Bracey is in the top 25% of CMOs on annual media mentions.

Median volume of media mentions of CPG CMOs, 2023-24



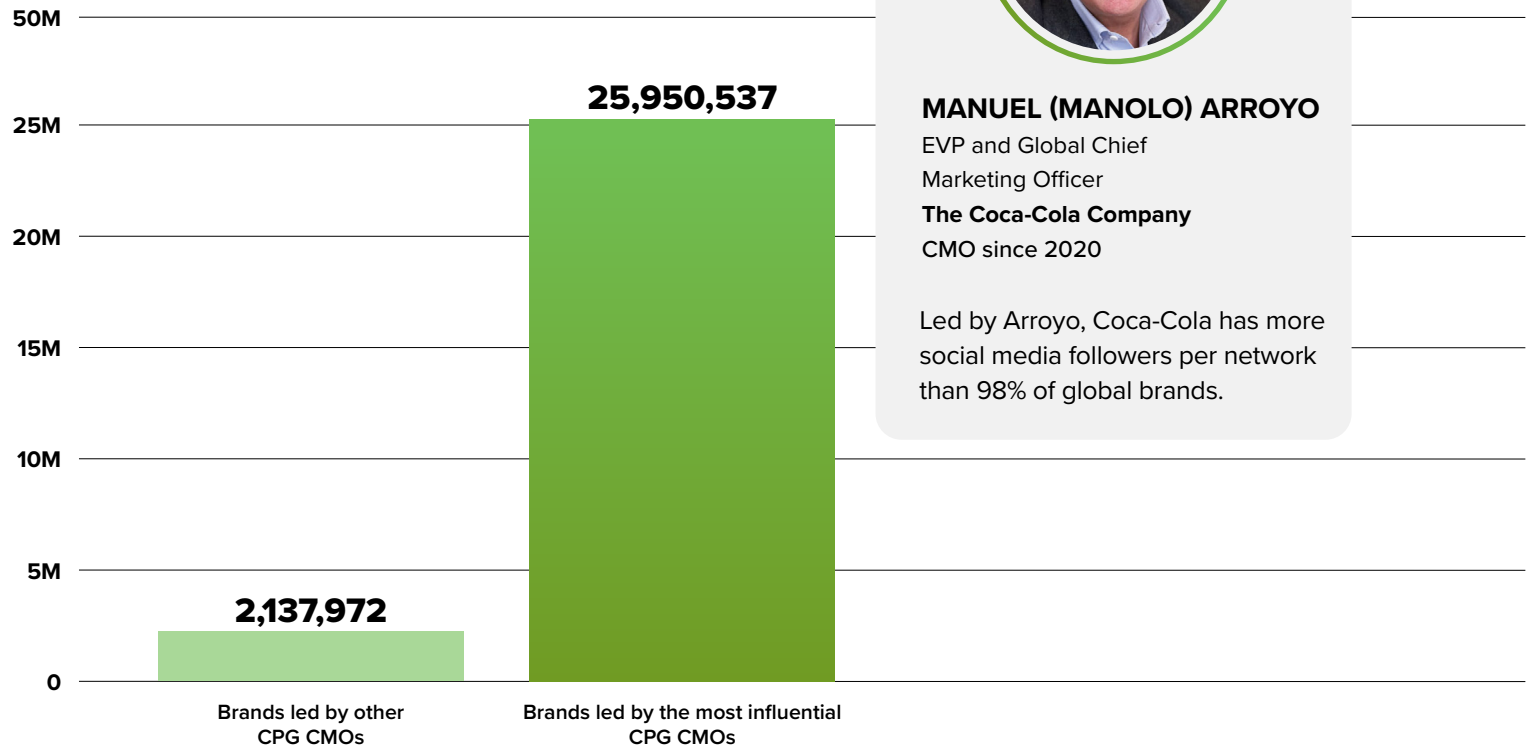
DIMENSION 3

BRAND AWARENESS & SENTIMENT

This dimension is based on 6 indicators that together measure a CMO's success in building attention and enthusiasm for their brand.

The most influential CPG CMOs lead brands that have nearly 12x more social network followers than other CPG brands.

CPG brands
Average followers per social network



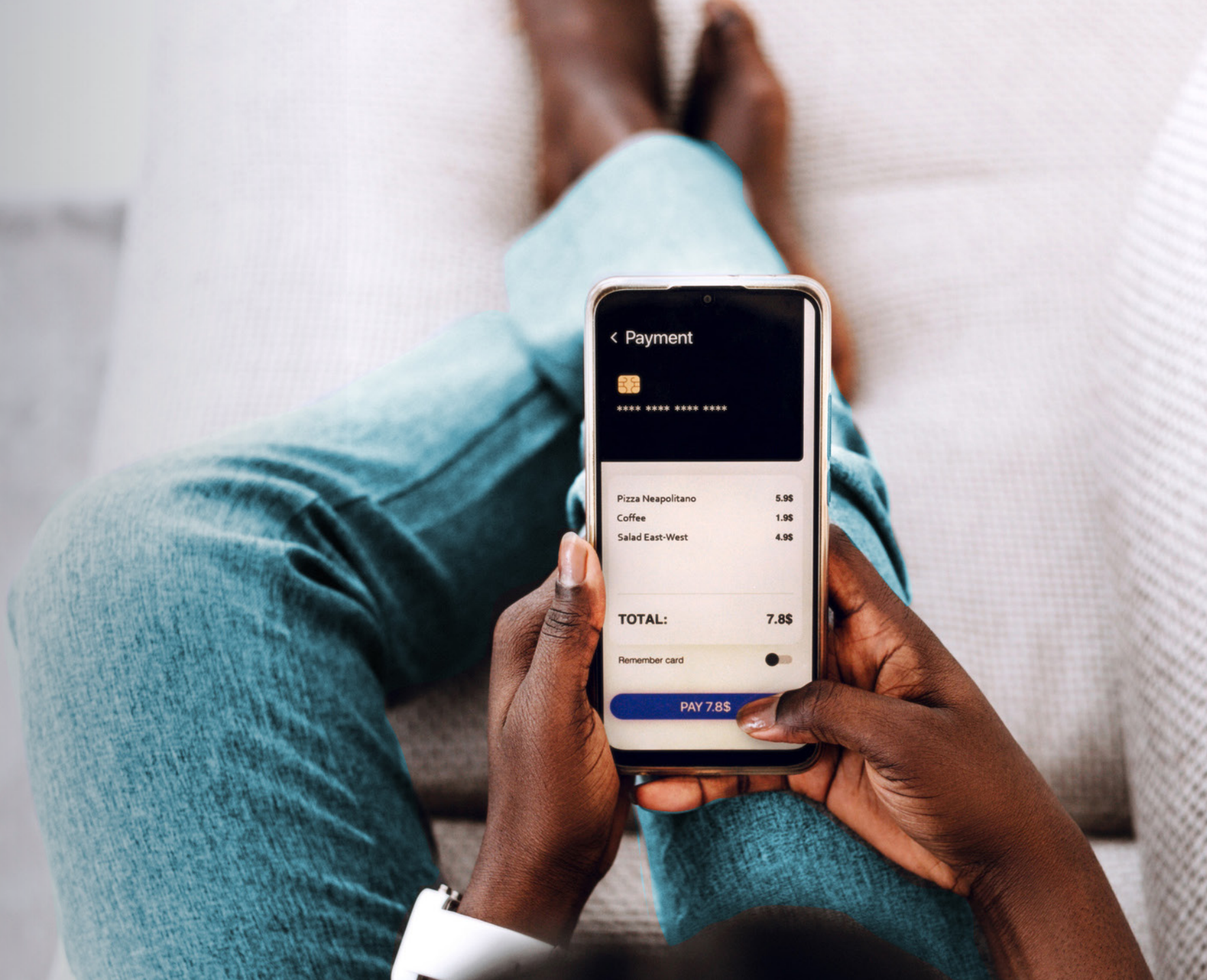
MANUEL (MANOLO) ARROYO
 EVP and Global Chief Marketing Officer
The Coca-Cola Company
 CMO since 2020

Led by Arroyo, Coca-Cola has more social media followers per network than 98% of global brands.

Average number of social media followers per network for individual CPG brands as of April 2024



Financial Services





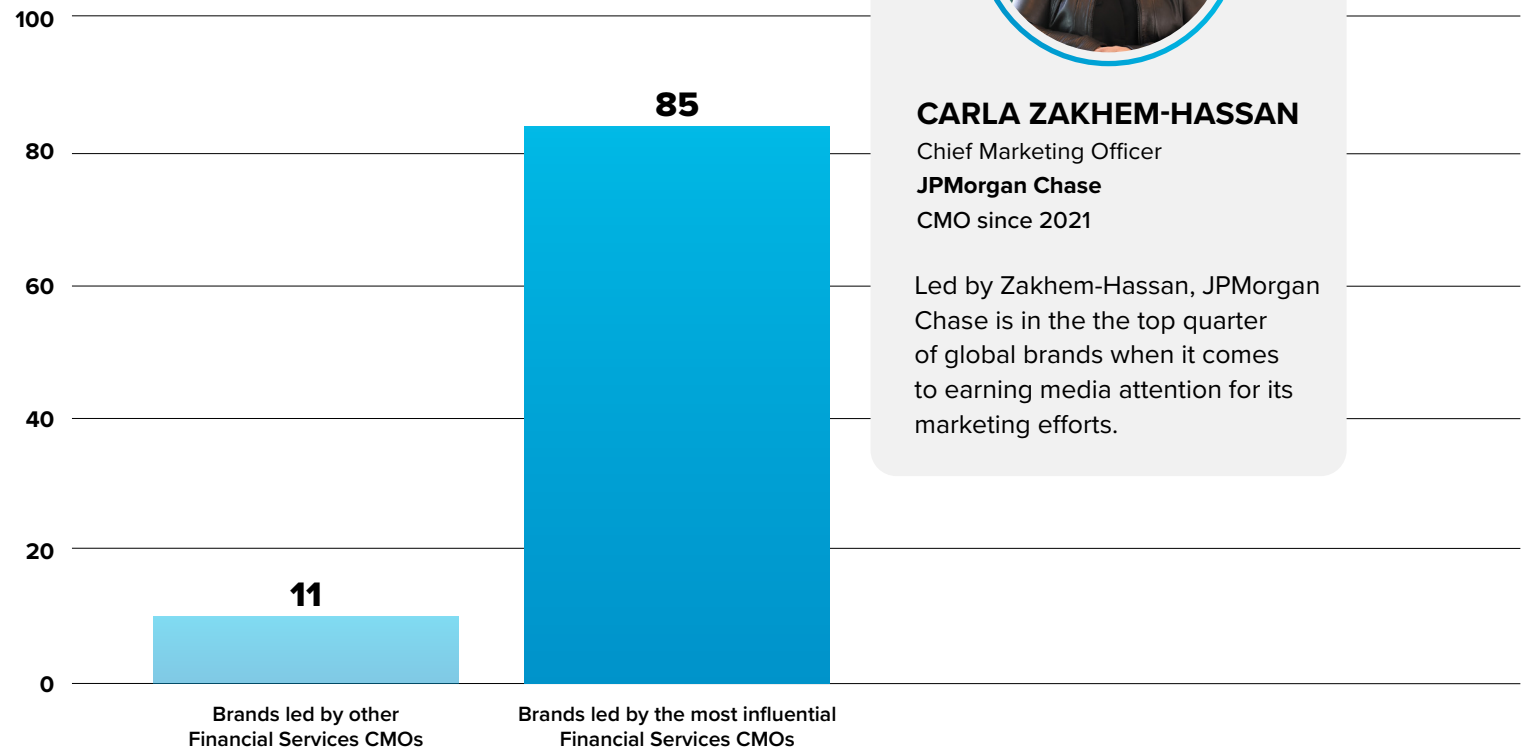
DIMENSION 1

MARKETING ATTENTION

This dimension measures the media attention paid to the marketing efforts led by a CMO and their team.

The most influential Financial Services CMOs see their marketing efforts covered by top media outlets 7x as often as other FinServ CMOs.

Financial Services brands Media coverage of marketing efforts



CARLA ZAKHEM-HASSAN

Chief Marketing Officer
JPMorgan Chase
CMO since 2021

Led by Zakhem-Hassan, JPMorgan Chase is in the top quarter of global brands when it comes to earning media attention for its marketing efforts.

Mentions in top media outlets of marketing efforts led by Financial Services brands: Median mention volume, 2023-24



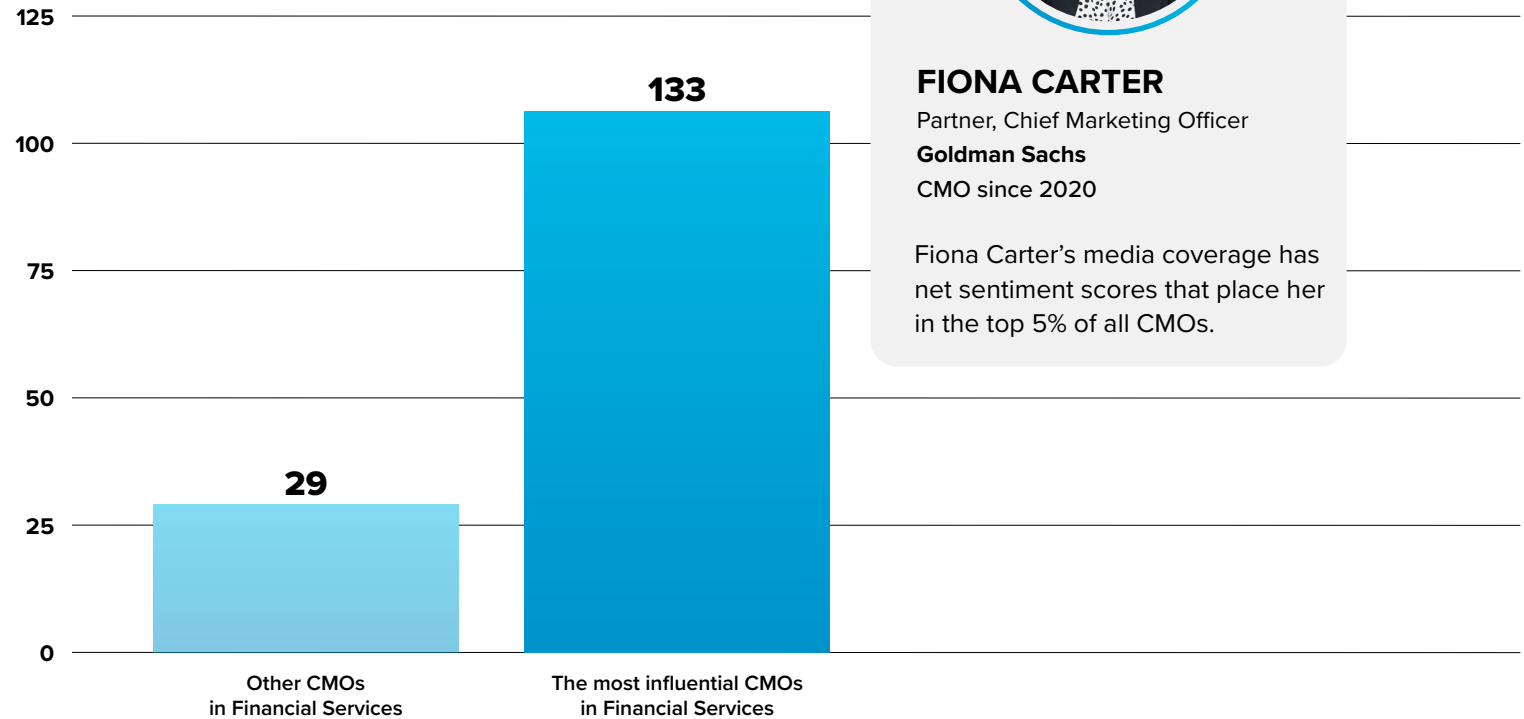
DIMENSION 2

CMO ATTENTION, SENTIMENT & SALIENCE

This dimension encompasses 6 indicators of how a CMO's news and online footprint generates attention and relevance for their brand.

The most influential Financial Services CMOs get 4x as much media coverage as other CMOs in the industry.

Financial Services brands Media coverage of CMOs



FIONA CARTER

Partner, Chief Marketing Officer
Goldman Sachs
CMO since 2020

Fiona Carter's media coverage has net sentiment scores that place her in the top 5% of all CMOs.

Median volume of media mentions of Financial Services CMOs, 2023-24



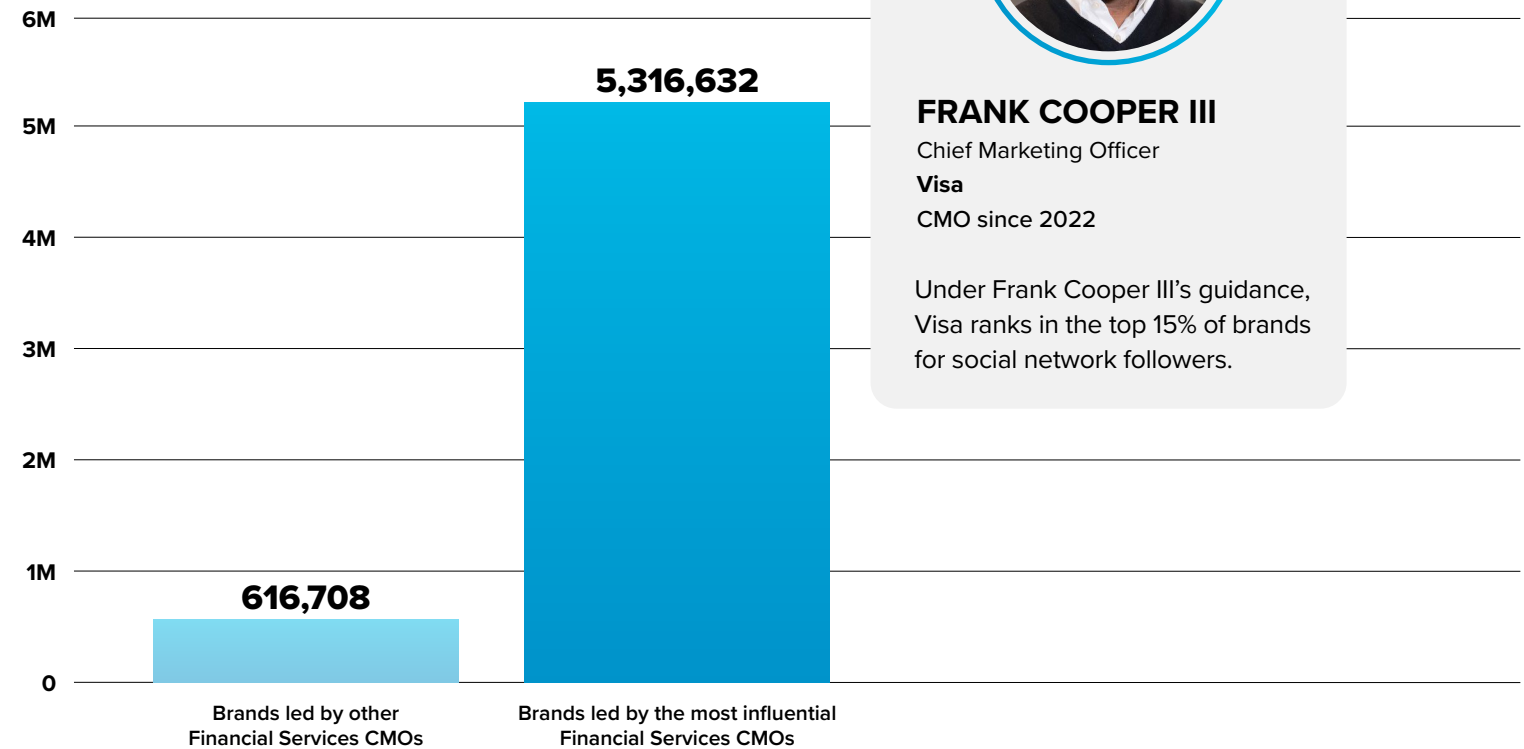
DIMENSION 3

BRAND AWARENESS & SENTIMENT

This dimension is based on 6 indicators that together measure a CMO's success in building attention and enthusiasm for their brand.

The brands led by the most influential Financial Services CMOs attract nearly 8x as many social network followers as other Financial Services brands.

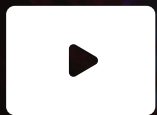
Financial Services brands Average followers per social network



FRANK COOPER III
 Chief Marketing Officer
Visa
 CMO since 2022

Under Frank Cooper III's guidance, Visa ranks in the top 15% of brands for social network followers.

Average number of social media followers per network for individual Financial Services brands as of April 2024



Media, Entertainment & Sports





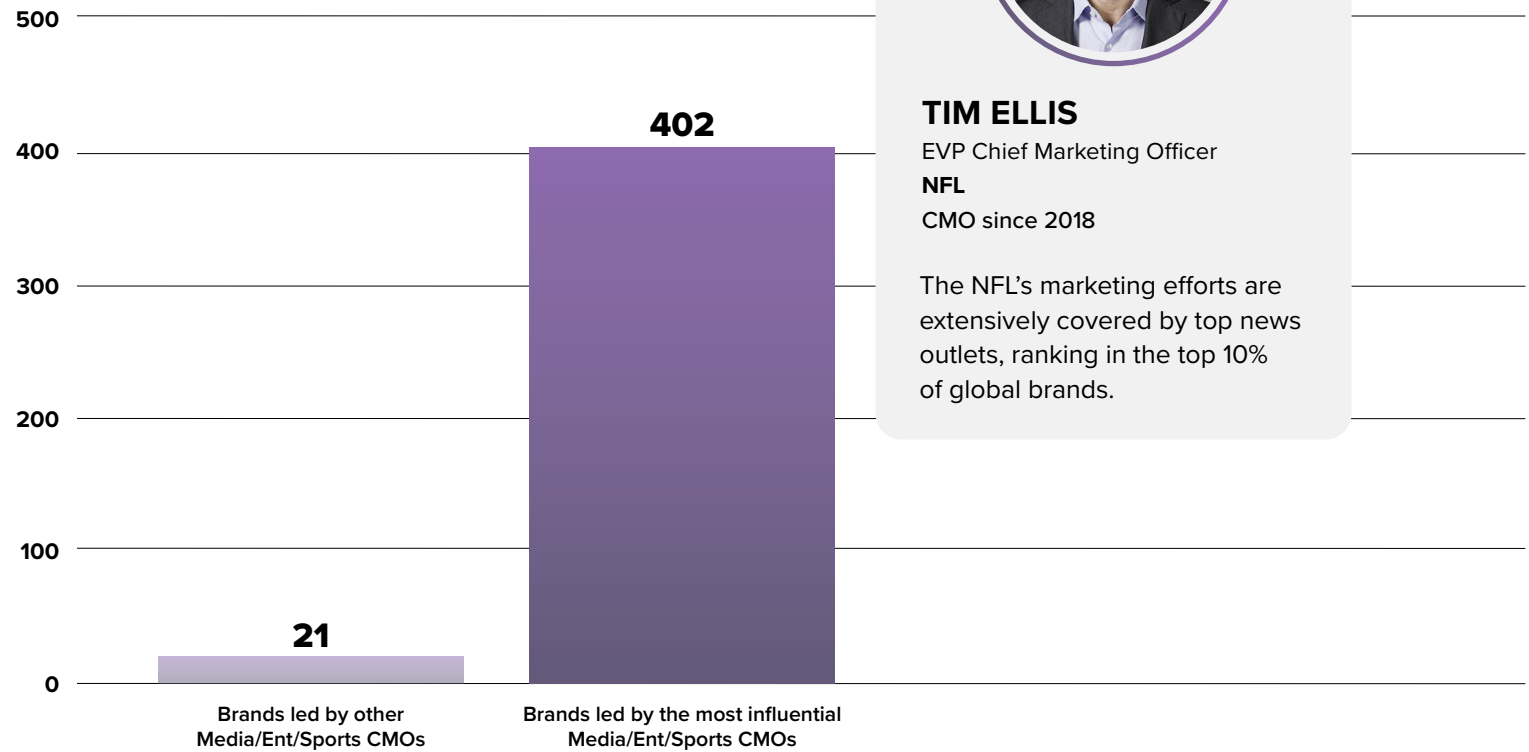
DIMENSION 1

MARKETING ATTENTION

This dimension measures the media attention paid to the marketing efforts led by a CMO and their team.

The marketing efforts led by the most influential Media, Entertainment & Sports CMOs garner nearly 20x as much top-tier media coverage as the work of other CMOs in the industry.

Media/Ent/Sports brands
Media coverage of marketing efforts



TIM ELLIS
EVP Chief Marketing Officer
NFL
CMO since 2018

The NFL's marketing efforts are extensively covered by top news outlets, ranking in the top 10% of global brands.

Mentions in top media outlets of marketing efforts led by Media, Entertainment & Sports brands: Median mention volume, 2023-24



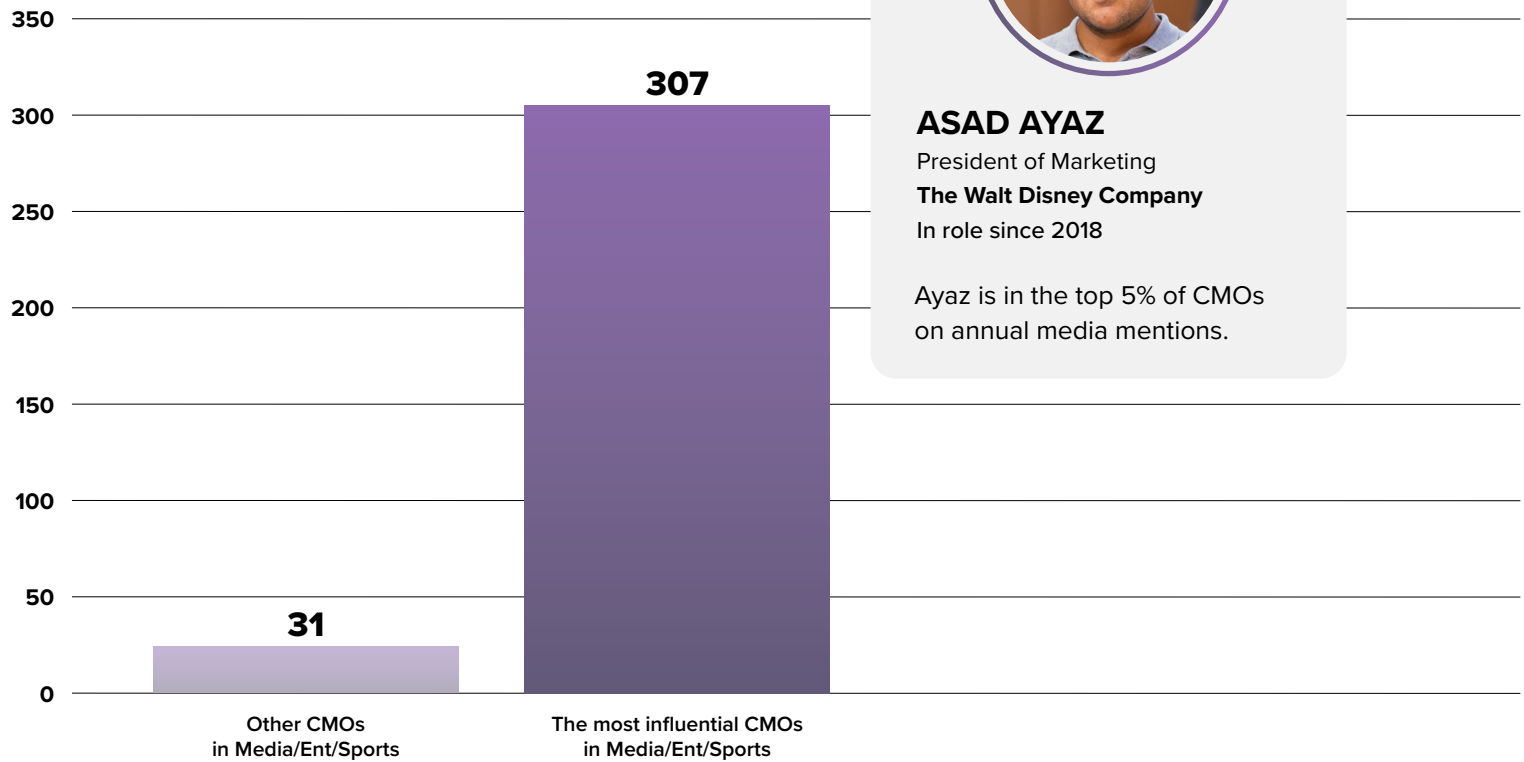
DIMENSION 2

CMO ATTENTION, SENTIMENT & SALIENCE

This dimension encompasses 6 indicators of how a CMO's news and online footprint generates attention and relevance for their brand.

The most influential Media, Entertainment & Sports CMOs garner 10x the media attention of their industry counterparts.

Media/Ent/Sports brands
Media coverage of CMOs



ASAD AYAZ
President of Marketing
The Walt Disney Company
In role since 2018

Ayaz is in the top 5% of CMOs on annual media mentions.

Median volume of media mentions of Media, Entertainment & Sports CMOs, 2023-24



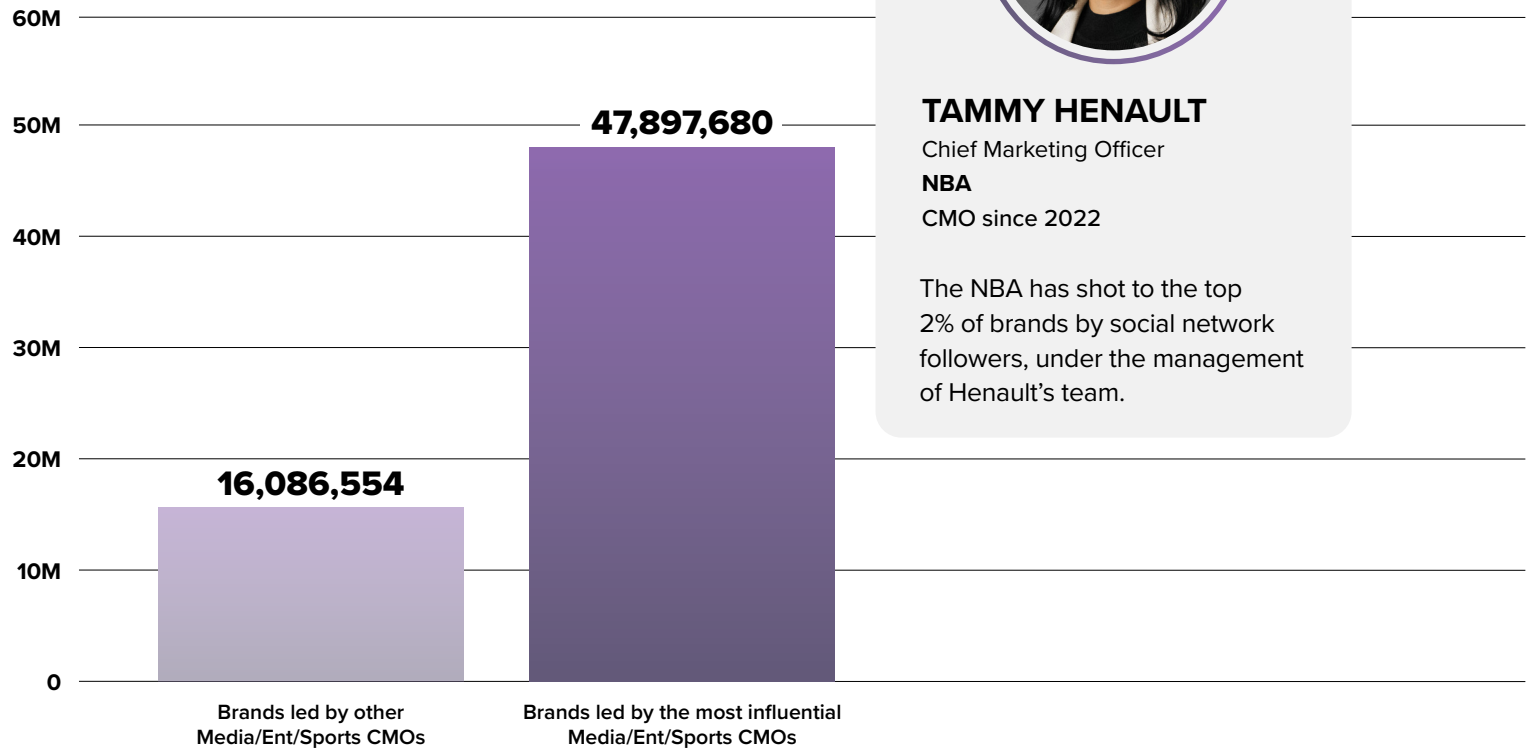
DIMENSION 3

BRAND AWARENESS & SENTIMENT

This dimension is based on 6 indicators that together measure a CMO's success in building attention and enthusiasm for their brand.

The brands led by the most influential Media, Entertainment & Sports CMOs attract nearly 3x as many social network followers as other brands in the industry.

Media/Ent/Sports brands
Average followers per social network



TAMMY HENAULT

Chief Marketing Officer

NBA

CMO since 2022

The NBA has shot to the top 2% of brands by social network followers, under the management of Henault's team.

Average number of social media followers per network for individual Media, Entertainment & Sports brands as of April 2024



Retail





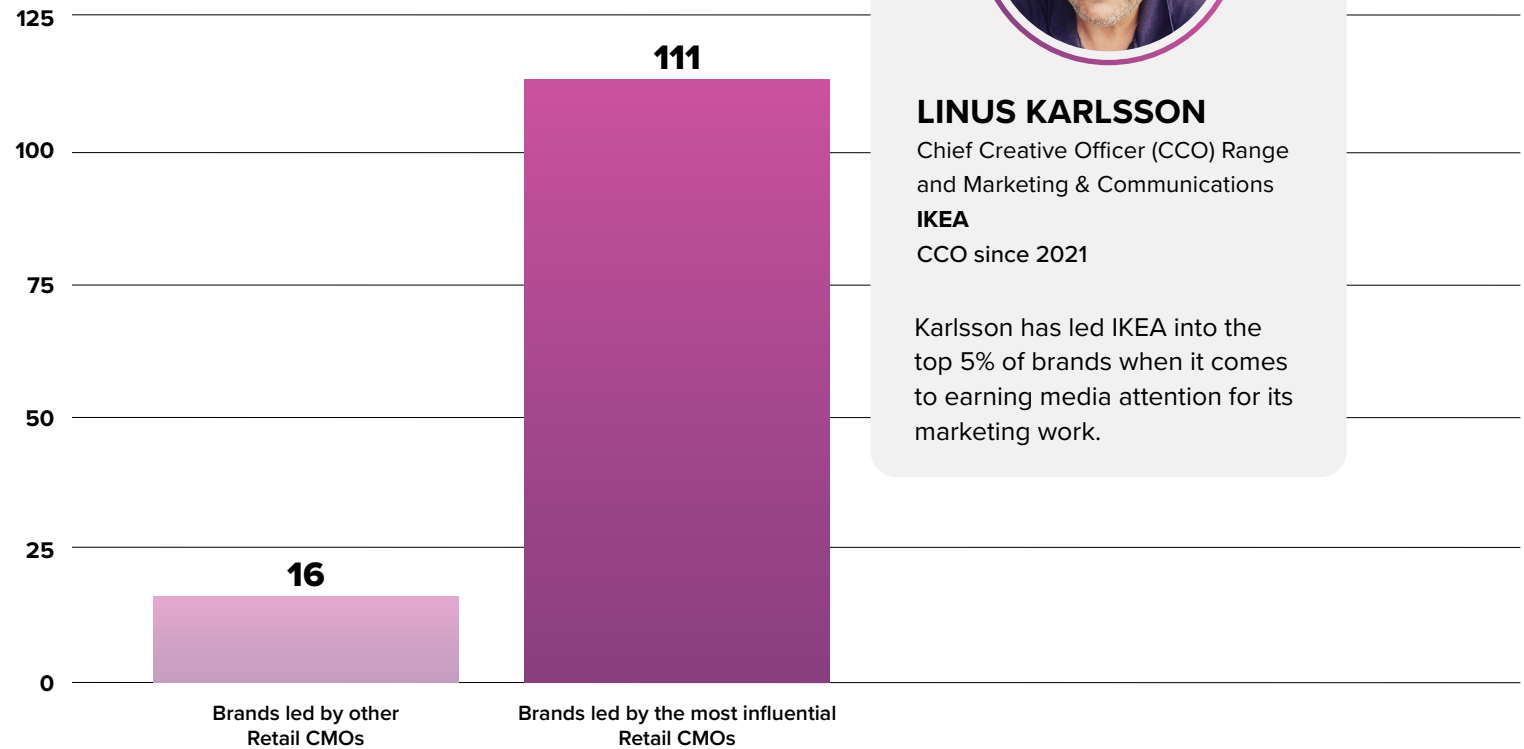
DIMENSION 1

MARKETING ATTENTION

This dimension measures the media attention paid to the marketing efforts led by a CMO and their team.

The marketing efforts led by influential Retail CMOs get covered by top media outlets almost 7x as often as those led by other Retail CMOs.

Retail brands
Media coverage of marketing efforts



LINUS KARLSSON

Chief Creative Officer (CCO) Range and Marketing & Communications
IKEA
CCO since 2021

Karlsson has led IKEA into the top 5% of brands when it comes to earning media attention for its marketing work.

Mentions in top media outlets of marketing efforts led by Retail brands: Median mention volume, 2023-24



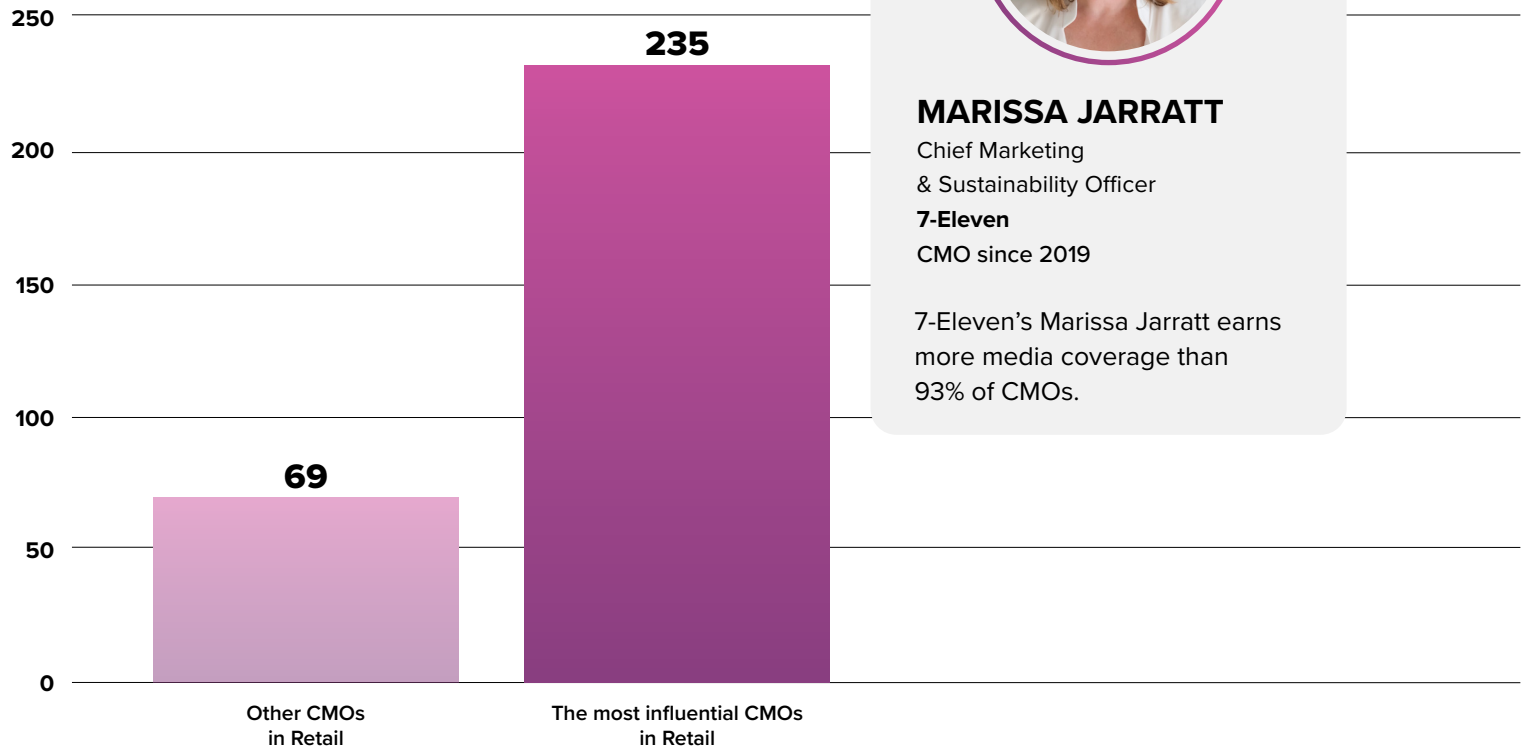
DIMENSION 2

CMO ATTENTION, SENTIMENT & SALIENCE

This dimension encompasses 6 indicators of how a CMO’s news and online footprint generates attention and relevance for their brand.

The most influential Retail CMOs garner 3x times as much media coverage as other CMOs in the industry.

Retail brands
Media coverage of CMOs



MARISSA JARRATT

Chief Marketing & Sustainability Officer

7-Eleven

CMO since 2019

7-Eleven’s Marissa Jarratt earns more media coverage than 93% of CMOs.

Median volume of media mentions of Retail CMOs, 2023-24

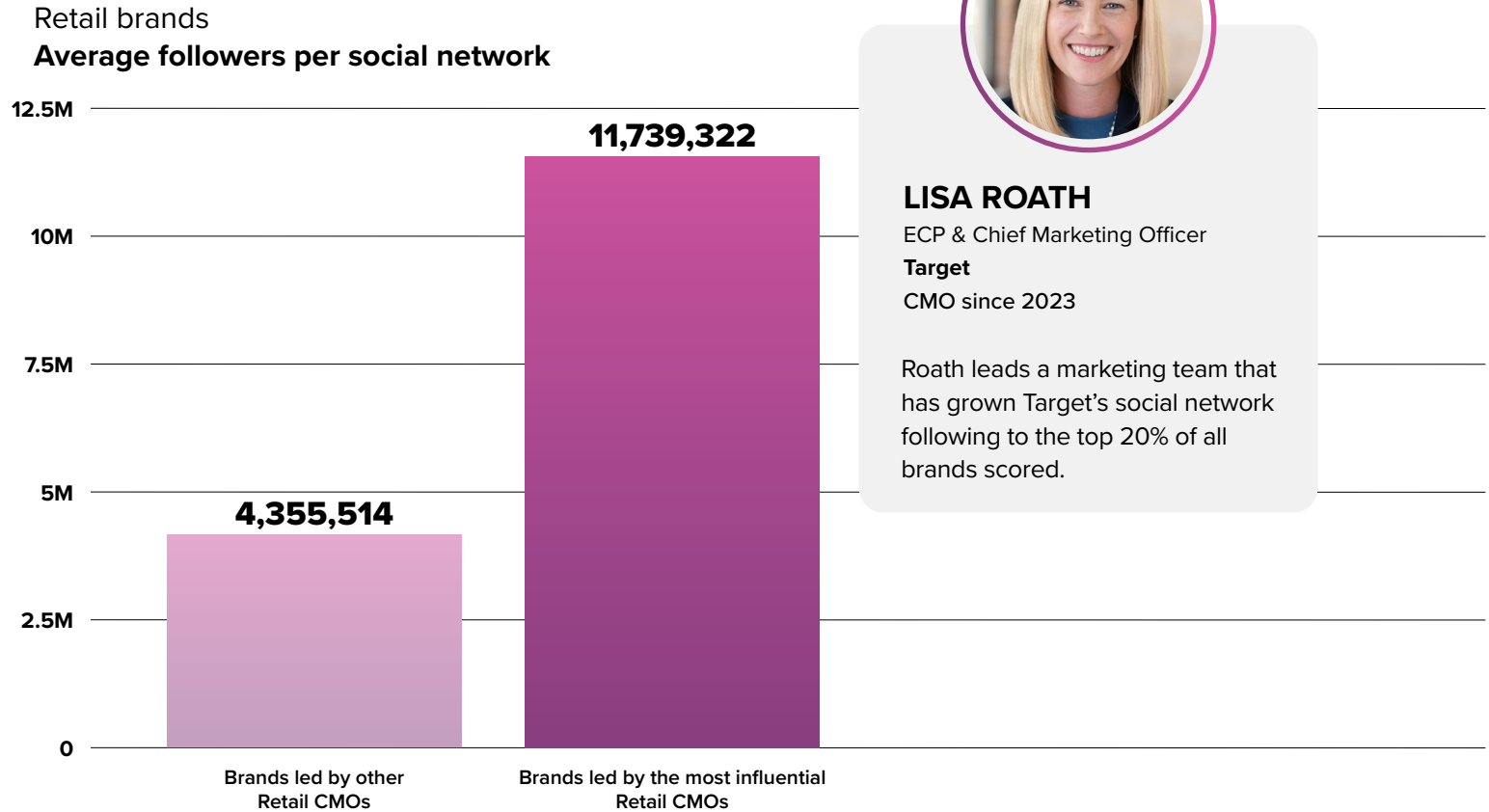


DIMENSION 3

BRAND AWARENESS & SENTIMENT

This dimension is based on 6 indicators that together measure a CMO's success in building attention and enthusiasm for their brand.

Compared with other Retail brands, the **brands led by the most influential Retail CMOs attract almost 2x as many social network followers.**



LISA ROATH
ECP & Chief Marketing Officer
Target
CMO since 2023

Roath leads a marketing team that has grown Target's social network following to the top 20% of all brands scored.

Average number of social media followers per network for individual Retail brands as of April 2024



Technology



DIMENSION 1

MARKETING ATTENTION

This dimension measures the media attention paid to the marketing efforts led by a CMO and their team.

The most influential Tech CMOs see their marketing efforts covered by top media outlets 2x as often as other Tech CMOs.

Tech brands Media coverage of marketing efforts



ANDRÉA (FEDDERSEN) MALLARD
 Global Chief Marketing & Communications Officer
Pinterest
 CMO since 2018

Mallard and her team at Pinterest earn more high-quality media attention for their marketing efforts than 92% percent of brands scored.

Mentions in top media outlets of marketing efforts led by Tech brands: Median mention volume, 2023-24



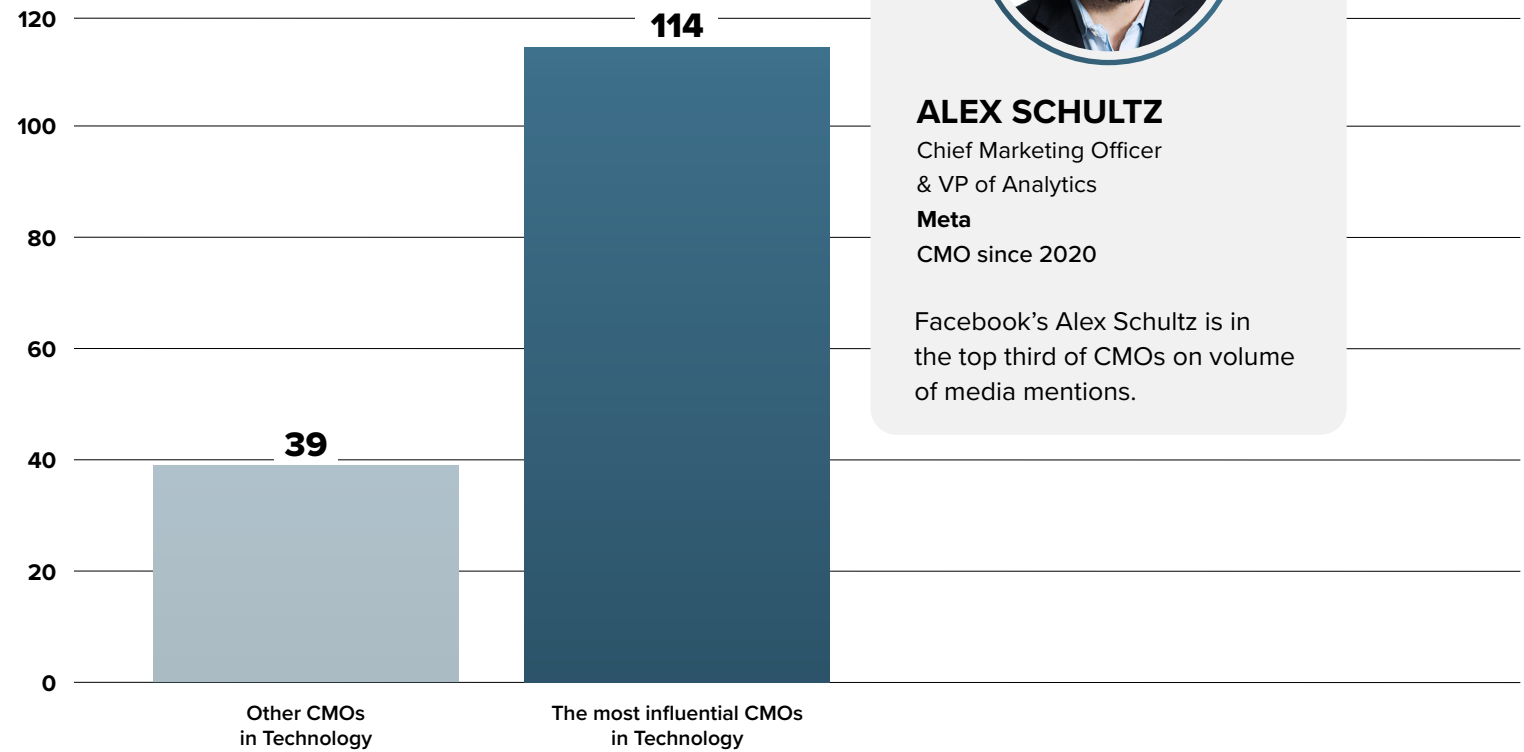
DIMENSION 2

CMO ATTENTION, SENTIMENT & SALIENCE

This dimension encompasses 6 indicators of how a CMO's news and online footprint generates attention and relevance for their brand.

The most influential Tech CMOs garner 3x more media attention than their industry counterparts.

Tech brands
Media coverage of CMOs



ALEX SCHULTZ

Chief Marketing Officer & VP of Analytics

Meta

CMO since 2020

Facebook's Alex Schultz is in the top third of CMOs on volume of media mentions.

Median volume of media mentions of Tech CMOs, 2023-24



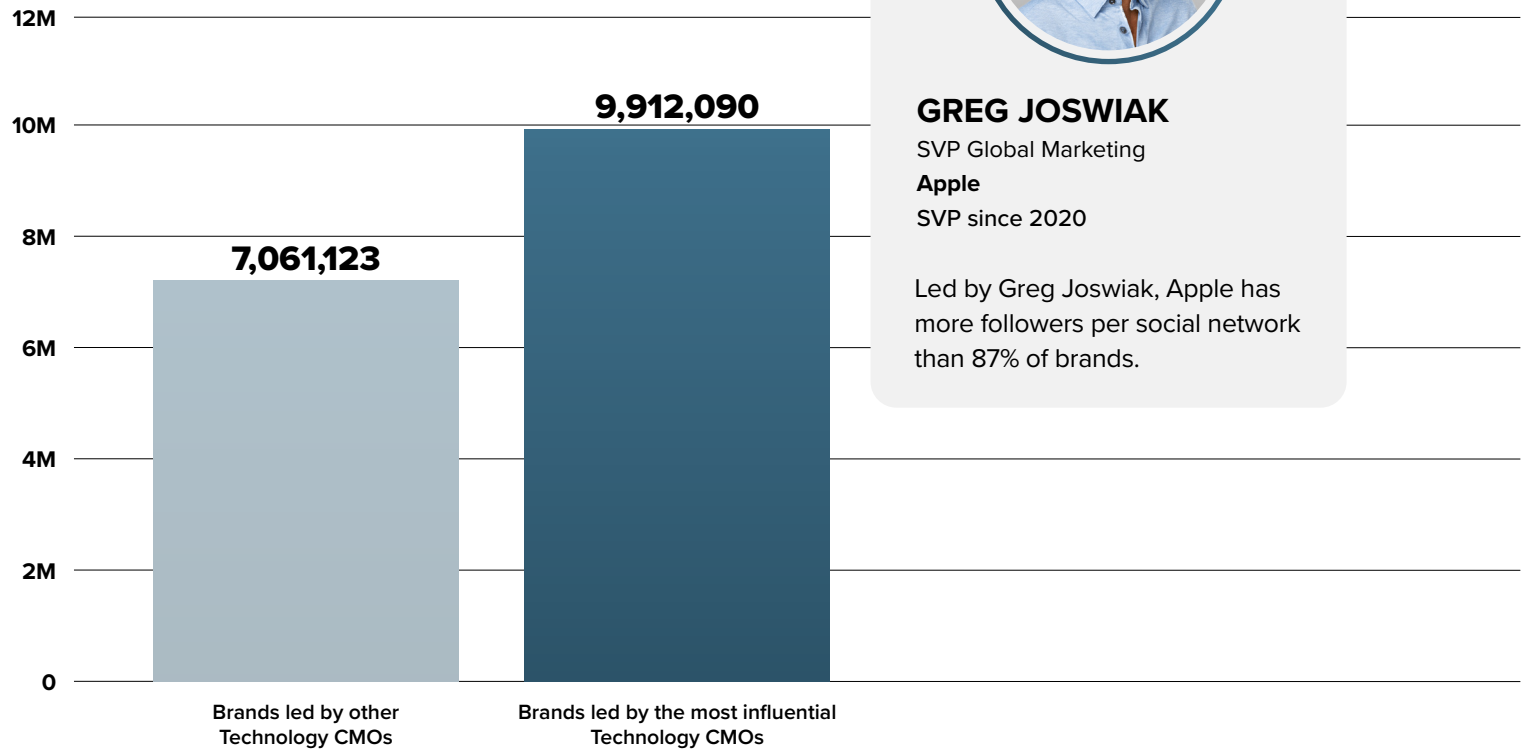
DIMENSION 3

BRAND AWARENESS & SENTIMENT

This dimension is based on 6 indicators that together measure a CMO's success in building attention and enthusiasm for their brand.

The brands led by the most influential Tech CMOs have 40% more social network followers than brands led by other Tech CMOs.

Tech brands
Average followers per social network



GREG JOSWIAK
 SVP Global Marketing
Apple
 SVP since 2020

Led by Greg Joswiak, Apple has more followers per social network than 87% of brands.

Average number of social media followers per network for individual Technology brands as of April 2024



ABOUT THE SCORING AND RANKING PROCESS

The development of the 2024 Forbes World's Most Influential CMOs list was a multi-stage collaboration between Forbes, Sprinklr and LinkedIn.

1. Eligibility

The process started with an eligible pool of 2,835 brands and companies, in almost all cases determined on the basis of their prior inclusion on one or more of seven lists:

- Forbes Global 2000
- BrandFinance Global 500
- Interbrand Best Global Brands 100
- BrandFinance Apparel
- Comparably top 1000 brands
- Hypebeast
- Selection of top global sports organizations

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 2023-24 period, as well as a review of the brands and companies that were likely to be competitive on the strength of brand leadership.

2. Measurement and scoring

We then scored a competitive subset of CMOs and (in companies where no one holds the CMO title) other executive-level marketing leaders. The scoring was based on indicators from the following data sources:

- **Sprinklr Competitive Insights & Benchmarking** provided key metrics on brand performance, used to measure brand attention and salience. This portion of our dataset encompassed a total of 7.41 billion brand-related social media shares, likes, retweets, and comments. This data powers the Brand Awareness & Sentiment dimension.

- **Sprinklr Social Listening** data on each individual CMO powered the indicators used to assess CMO attention, sentiment, and salience. This portion of the dataset encompassed more than 4.13 million news, blog, web, X (formerly known as Twitter), podcast, and forum mentions about or from eligible CMOs. This data powers the Marketing Attention dimension, and the CMO Attention, Sentiment & Salience dimension.
- **LinkedIn data** powered the indicators used to assess CMO marketing community visibility and influence, as well as a portion of our brand attention and salience dimension. This data came from more than 8 million brand mentions on LinkedIn, along with almost 1.6 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. This data powers the CMO Community Visibility dimension.

3. Qualification and ranking

To put CMO rankings in context, we compiled year-over-year revenue and market capitalization figures for all competitive CMOs at publicly traded companies, considering them individually and by category. This data powers the Financial Performance dimension. All of this and journalistic judgment informed the ultimate qualification and ranking process that determined the final selection and rankings on this year's list.

Forbes

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