

Forbes CMO

SNAPSHOT

A our 14th Annual Forbes CMO Summit in Dana Point, California, we brought together the world's most influential and innovative marketing leaders and entrepreneurs. Throughout the summit, we exchanged insights, enhanced leadership skills, and addressed the challenges of today's complex marketing landscape.

Speakers included GE CMO Linda Boff, Nationwide CMO and President of Emerging Businesses Terrance Williams, Alibaba CMO Chris Tung, Verizon CMO Diego Scotti, Adobe CMO Ann Lewnes, Mastercard Chief Marketing and Communication Officer Raja Rajamannar, and many more.



**I always tell my team:
There are so many
things you can do, but how
many things can you
really do well and make a
big difference?**

ANN LEWNES
Executive Vice President &
Chief Marketing Officer, Adobe

**Three lessons for
marketers: 1) Proximity
powers empathy, 2) All
marketing should be inclusive
marketing, and
3) Inclusion fuels growth.**

CHRIS CAPOSSELA
CMO & EVP, Marketing & Consumer
Business, Microsoft

**In our study with Forbes, 80%
of CMOs told us they will be
increasing their investments in
China over the next 18 months.
These brands know that the
opportunity in China is very real.**

SUSAN VOB EJDA
Chief Marketing Officer,
The Trade Desk

**Consumers who perceive
a brand as human are
1.8x more likely to recommend
it. The business case for
being human is real.**

MYLES KLEEGER
President & Chief Customer
Officer, Braze

Source: Braze Brand Humanity Index,
a commissioned study conducted by
Forrester Consulting

**Visa is this incredible
platform through which
we can show you the
connection between your
campaigns and transactions.**

CHRIS CURTIN
Chief Brand & Innovation
Marketing Officer, Visa

**Diversity can longer be viewed
as a 'nice to have' or an issue
for HR. Diversity is now a business
imperative - it is the growth
driver for every industry.**

STEVEN WOLFE PEREIRA
Chief Marketing &
Communications Officer, Quantcast

**Putting humans at the
center, to us, means
anticipating unmet needs and
having empathy. Data is
helpful in getting to that, but
you can't hide behind it.
You have to have both brain
and heart.**

SUZANNE KOUNKEL
CMO, US Deloitte
Consulting LLP

**That duality between
brand marketing and perform-
ance marketing. On the one hand
we're talking so much about
storytelling purpose and brands,
and on the other and we're
more metrics driven than
ever before.**

JANET BALIS
Global Advisory Leader for Media
& Entertainment, Ernst & Young LLP

**Facebook represents 35%
of media budgets for brands.
It's a huge opportunity for
brands and now eclipses all other
media channels for some of
the largest digital brands.**

GABE GOTTLIEB
Co-Founder & Chief Executive
Officer, Pathmatics