

The 50 Most Influential CMOs

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Date : December 6, 2015



Phil Schiller, SVP of **Marketing** at **Apple**, is the most influential head marketer in the world for the fourth year in a row, [according to](#) a recent report from [Forbes](#), [ScribbleLive](#), and [LinkedIn](#).

[The annual report](#) was based on an analysis of more than 100 million pieces of content from news outlets, blogs, and **social** media sources.

The researchers determined **CMOs'** influence scores based on the quality of people/entities mentioning each executive, as well the volume of reactions generated by the opinions attributed to that influencer within the studied timeframe of May 12 to September 30, 2015.

Kevin Hochman, **CMO of KFC US**, ranks as the second most influential head marketer.

Next are **Kevin Crull**, **CMO of Sprint**; **Olivier Francois**, **CMO of Fiat Chrysler**; and **Beth Comstock**, vice-chair of **GE**.

World's 50 Most Influential CMOs – 2015

Rank	Name	Brand	Rank	Name	Brand
– 1	Phil Schiller	Apple	26	Clive Sirkin	Kimberly-Clark
2	Kevin Hochman	KFC (US)	27	Eric Liedtke	Adidas
3	Kevin Crull	Sprint	28	Clarence Gooden	CSX Corp
↑ 4	Olivier Francois	Fiat Chrysler	↑ 29	Ken Chaplin	TransUnion
↑ 5	Beth Comstock	GE ¹	↑ 30	Ann Glover	Voya
6	Scott Moffitt	Nintendo	31	Patrice Bula	Nestlé S.A.
7	Geoff Morrell	BP	↑ 32	Karen Quintos	Dell
↑ 8	Martine Reardon	Macy's	↓ 33	Russell Wager	Mazda
↑ 9	Keith Weed	Unilever	34	Raja Rajamannar	Mastercard
– 10	Alain Visser	Volvo	↓ 35	Ola Källenius	Mercedes-Benz
↑ 11	Tony Pace	Subway ²	36	Jeff Lucas	Viacom
↑ 12	Alan Gershenhorn	UPS	37	David Doctorow	Expedia
13	David Kroll	MillerCoors	38	Dean Evans	Hyundai Motor America
↑ 14	Andrew Nocella	American Airlines	39	Jon Iwata	IBM
15	Jerome Stoll	Renault	40	Peter Horst	Hershey
16	Andrew Sherrard	T-Mobile	↑ 41	Loren Angelo	Audi
↑ 17	David Christopher	AT&T Mobility	↑ 42	Andrea Riley	Ally Financial
↑ 18	Dorothy Dowling	Best Western International	43	Syl Saller	Diageo Corp
↓ 19	David Lauren	Ralph Lauren Corporation	44	Steve Fund	Intel
↑ 20	Brian Smith	Lexus	45	Leontyne Green Sykes	IKEA
↓ 21	John Frascotti	Hasbro	46	Jeff Jones	Target
↑ 22	Dana Anderson	Mondelez	47	Tom Peyton	Honda
23	Ram Krishnan	Frito-Lay North America	↓ 48	Stephanie Linnartz	Marriott
24	Jamie Moldafsky	Wells Fargo	49	Ann Simonds	General Mills
25	Michael Sprague	Kia	50	Antonio Lucio	HP

1 – No longer CMO, promoted to Vice Chair

2 – Stepped down, effective September 30, 2015

Forbes ScribbleLive LinkedIn

The most followed businessperson on **LinkedIn** by the 50 **CMOs** selected is **Arianna Huffington** of **The Huffington Post**; **Beth Comstock** of **GE** is the most followed businessperson on **Twitter** by the marketers who made the list.

Most Followed on LinkedIn		Most Followed on Twitter		
Rank	Name	Rank	Name	Handle
1	Arianna Huffington	1	Beth Comstock	@bethcomstock
2	Richard Branson	1	Richard Branson	@richardbranson
3	Beth Comstock	2	Arianna Huffington	@ariannahuff
4	Jack Welch	3	Karen Quintos	@KarenDellCMO
5	Jeff Weiner	3	Stuart Elliott	@stuarteny
6	Meg Whitman	4	Jon Iwata	@coastw
6	Bill Gates	4	Elon Musk	@elonmusk
7	Barack Obama	4	Jonathan Becher	@jbecher
7	Deepak Chopra MD	4	Jenny Rooney	@jenny_rooney
8	Tim Brown	4	Jim Stengel	@JimStengel
9	Guy Kawasaki	4	Mark Addicks	@MarkAddicks
9	Angela Ahrendts	4	Seth Farbman	@sethfarbman
9	David Edelman	4	Tim Cook	@tim_cook

Forbes ScribbleLIVE LinkedIn

About the research: [The report](#) was based on an analysis of more than 100 million pieces of content from news outlets, blogs, and social media sources.

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