The 50 Most Influential CMOs

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Phil Schiller, SVP of **Marketing** at **Apple**, is the most influential head marketer in the world for the fourth year in a row, <u>according to</u> a recent report from <u>Forbes</u>, <u>ScribbleLive</u>, and <u>LinkedIn</u>.

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.

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Jamie Moldafsky

Michael Sprague

1 - No longer CMO, promoted to Vice Chair

World's 50 Most Influential CMOs - 2015 Rank Rank Name Brand Name Brand 26 1 Phil Schiller Apple Clive Sirkin Kimberly-Clark 2 27 Kevin Hochman KFC (US) Eric Liedtke 3 Kevin Crull Sprint 28 Clarence Gooden CSX Corp 4 Olivier François Fiat Chrysler 29 Ken Chaplin TransUnion GE1 5 Beth Comstock 30 Ann Glover Voya 6 Scott Moffitt 31 Nestlé S.A. Nintendo Patrice Bula RP 7 Geoff Morrell 1 32 Karen Quintos Dell 1 33 8 Martine Reardon Macy's Russell Wager Mazda 1 9 Keith Weed Unilever 34 Raja Rajamannar Mastercard _ 10 Alain Visser Volvo 1 35 Ola Källenius Mercedes-Benz 111 Tony Pace 36 Viacom 112 UPS 37 13 MillerCoors 38 Hyundai Motor America David Kroll Dean Evans 114 Andrew Nocella 39 15 Jerome Stoll Renault 40 Peter Horst Hershey 16 Andrew Sherrard T-Mobile 41 Loren Angelo Audi 117 AT&T Mobility Andrea Riley Ally Financial David Christopher 42 118 Dorothy Dowling Best Western International 43 Syl Saller Diageo Corp Intel 119 David Lauren Ralph Lauren Corporation 44 Steve Fund 120 Brian Smith 45 Leontyne Green Sykes IKEA 121 John Frascotti Hasbro 46 Jeff Jones Target 122 Dana Anderson 47 Tom Peyton 23 Ram Krishnan Frito-Lay North America 48 Stephanie Linnart Marriott

49

50

Ann Simonds

Antonio Lucio

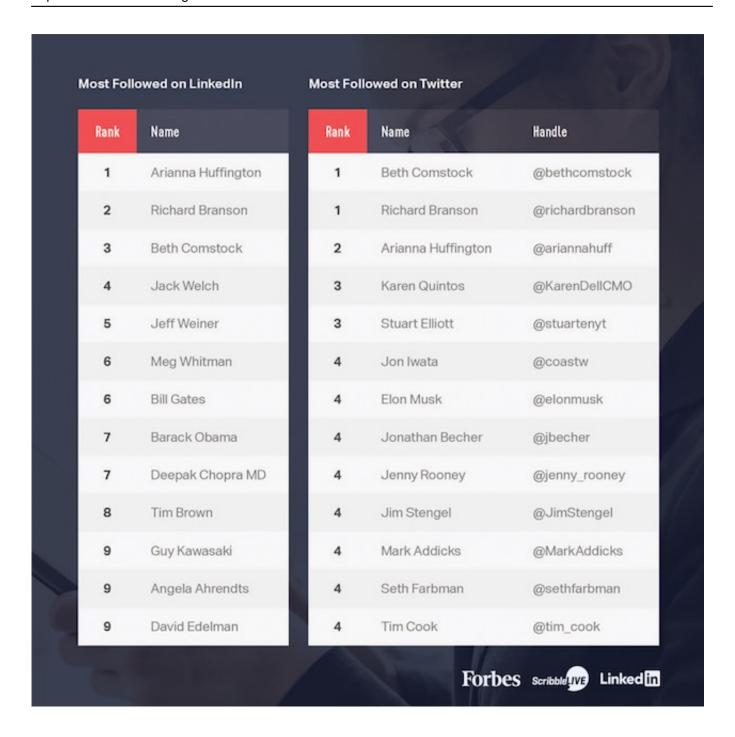
General Mills

Inked

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.

Wells Fargo

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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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