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CHIEF MARKETER UNVEILS HONOREES OF ITS INAUGURAL 'MARKET LIKE A MOTHER' EDITORIAL PROGRAM

The marketing industry's only annual showcase of outstanding female marketers who are leading their teams—and their families.

Norwalk, CT, December 16, 2020 – Chief Marketer, a leading publisher of content, recognition programs and training events for Fortune 1000 marketers, today unveiled the women selected for its first-ever Market Like a Mother initiative. It is the industry's only editorial listing of outstanding female marketers who are leading their teams—and their families. Full feature story to be published in January 2021.

"Most working moms didn't need a pandemic to show them just how adept they are at leading teams, running campaigns and chalking up wins at home as 'mom,'" says Jessica Heasley, Group Editor & Publisher at Chief Marketer. "Despite this year's unprecedented challenges, there was no better time to celebrate and recognize the incredible work and fortitude of the women who 'Market Like a Mother' all year long."

Market Like a Mother will feature the profiles of 16 women from leading brands and agencies across the marketing spectrum. This year's honorees include:

- Anna Bonfiglio, Manager, Lincoln Media & Strategy, Ford Motor Company
- Angela Burgin Logan, Director of Marketing, AT&T
- Stacy DeBroff, Founder and CEO, Influence Central
- Shelley Elkins, Chief Creative Officer, Jack Morton Worldwide
- Brooke Faw, VP, Client Services, Bespoke Sports & Entertainment
- Manasi Gangan, Founder and President, Nested Bean
- Kelly Gillease, CMO, NerdWallet
- Melanie Huet, EVP and CMO, Serta Simmons Bedding
- Cassie Hughes, Co-founder and Chief Strategy Officer, Grow Marketing
- Danisha Lomax, VP, Group Director and National Paid Social Lead, Digitas
- Christine Ngo Isaac, Consumer Engagement Director, Hennessy, LVMH

- Minjae Ormes, CMO, Visible
- Madelyn Robinson, Director, IdeaQuest
- Kristen Salvatore, SVP, Marketing, Cloud9
- Carrie Skillman, SVP, Scout Sports and Entertainment
- Ashley Walters, Chief Development Officer, Curiosity

Chief Marketer's editors accepted nominations earlier this fall. The women selected for this year's program represent a broad range of marketing disciplines, skillsets and areas of expertise.

"We are thrilled to recognize the 16 women featured in our first inaugural Market Like a Mother program," says Heasley. "In a year when the challenges couldn't be greater, these women continue to inspire and motivate their teams, their peers and their families."

ABOUT CHIEF MARKETER

Global online content portal Chief Marketer, an Access Intelligence brand, arms aspiring CMOs with the tools, insights, data and training they need to master the "next frontier of marketing"—an age of marketing much less dependent on advertising and much more focused on the rest of the branding toolkit. CM has more than 150,000 readers who rely on its content and live events to help them cut through the noise and find the solutions necessary to optimize their performance. From digital, direct and content marketing, to social, experiential, promotion and more, our weekly newsletters and daily website content covers it all. In addition to the CM200, Chief Marketer also produces the PRO Awards, and recognition programs including Market Like a Mother and Future CMOs. Learn more at chiefmarketer.com.

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