



Marketing Hall of Fame

June 7, 2023
at 5:30 PM

Horizon Media
75 Varick Street
NYC



Welcome!

Welcome!

We are thrilled to be celebrating brilliance in marketing tonight with the induction of four outstanding marketers to the Marketing Hall of Fame: **Dan Ariely**, Professor of Behavioral Economics, Duke University; **Chris Capossela**, Executive Vice President and Chief Marketing Officer, Microsoft; **Amy Fuller**, former CMO, Accenture; **Raja Rajamannar**, Chief Marketing & Communications Officer, Mastercard.

Our four inductees exemplify the Marketing Hall of Fame purpose: to inspire, support and celebrate brilliance in marketing, to grow recognition and passion for the profession, drive sustainability and inclusion, and attract new generations to the field. They live and breathe the characteristics required to drive marketing's future in our uncertain times—imagination, agility, passion, leadership and resilience.

They are joining a stellar group of marketing innovators—from Steve Jobs in the Marketing Hall of Fame's early days to Marc Pritchard, Jon Iwata, Jim Stengel, Joe Tripodi, Phil Kotler, Al Reis, Shelly Lazarus and Seth Godin, Lee Clow and Esther Lee more recently.

The Marketing Hall of Fame is unique. It is the only honor that rewards achievement across the whole of marketing: from company CMOs, to agencies, to academics, researchers and writers. The process through which inductees rise to the top is intentionally extremely democratic. We have no backroom committees. Inductees are elected not selected, voted in by hundreds of senior members of the marketing community. And tonight's event has real content—not just congratulatory speeches, but our inductees' perspectives on the future of marketing.

Tonight, is the culmination of a year of planning and significant effort from many people: our passionate and dedicated volunteers; the 350 members of the Marketing Hall of Fame® Academy, our distinguished Judging Panel of industry leaders; and of course, this year's sponsors, who provide essential support. Every year, the event is bigger, the support greater, the PR and social media conversation broader and more global. We are also most grateful to Horizon Media for hosting the event.

Thank you all for being here tonight to recognize the outstanding contributions of four leaders who have demonstrated extraordinary achievements, not just in one campaign, for one brand, or at one organization, but across their careers.

With celebratory wishes,

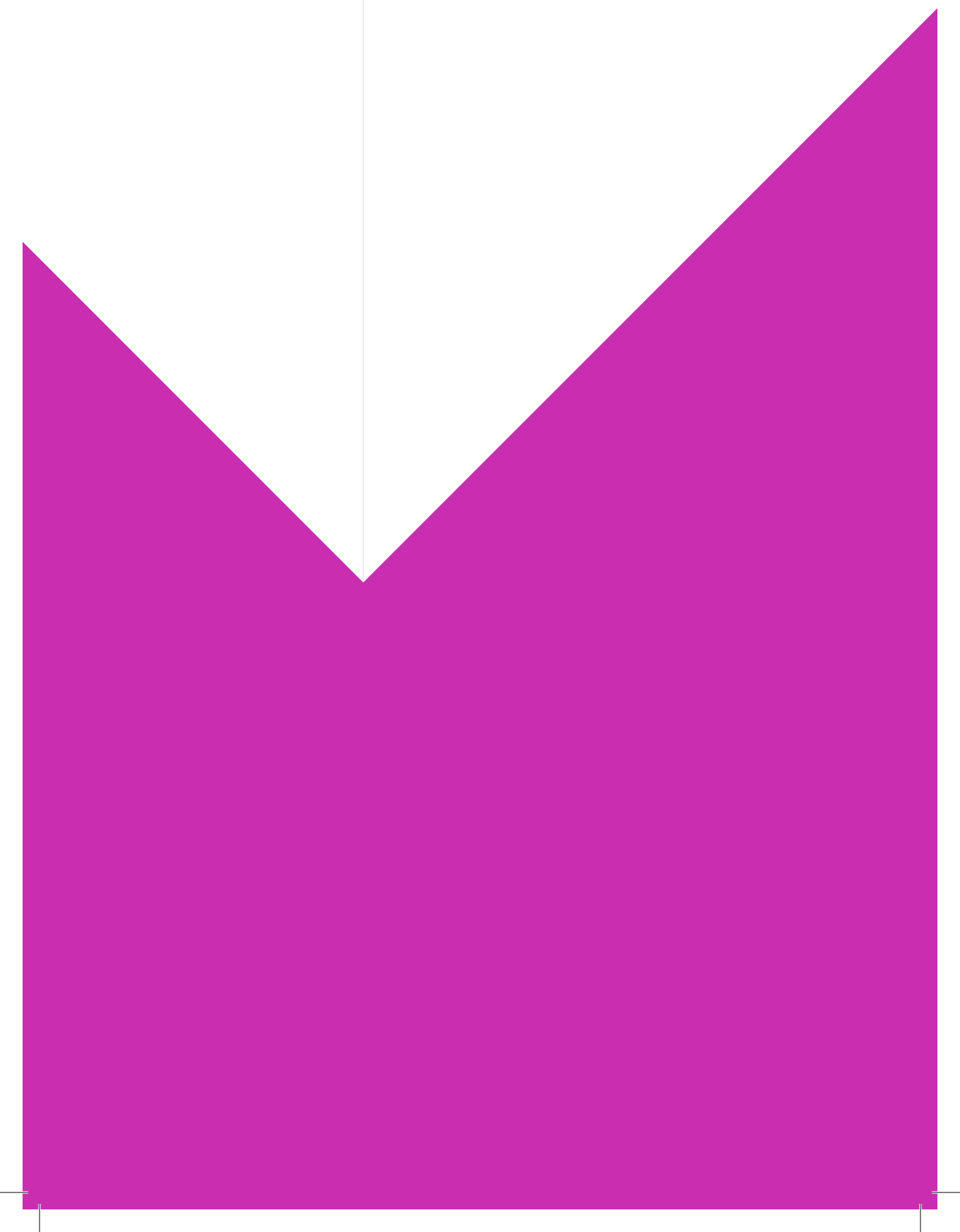


Joanna Seddon
Co-Chair
Marketing Hall of Fame®



Robert Kahn
Co-Chair
Marketing Hall of Fame®

A proud tradition
spanning decades



The Marketing Hall of Fame celebrates the world's best marketers, recognizing brilliance in marketing and innovation across the marketing profession. We honor great marketers of all kinds, no matter what discipline they come from or what type of marketing they do. Here is where you find the top marketing thinkers, doers, and role models who are shaping marketing's future.

Top marketers drive innovation and growth

The world's best marketers drive innovation and growth. Marketing's role in the leadership of organizations, public or private, large or small, established, startup, or not-for-profit, is growing. Once a cost, marketing now is seen as an investment that is critical for both increasing market share, company size, and profit. By showcasing the achievements of our inductees, we celebrate the role marketing and top marketers play in business success.

The Marketing Hall of Fame has a proud past tradition. The American Marketing Association of New York, the creators of the Effies and the GreenBook, first launched the Hall of Fame over 20 years ago. Steve Jobs was one of its original inductees.

Since then, the Marketing Hall of Fame was radically revitalized and reinvented, in accordance with our mission to build and better the future of marketing, by inspiring, supporting and celebrating brilliance in marketing. The process and event were streamlined and contemporized. Adhering to the principles of diversity, equity and inclusivity, the selection of the world's best marketers is transparent and democratic to honor those who have truly made significant and lasting contributions to the field.

Democratic, transparent, inclusive, diverse: Inductee selection process

Open nomination: The process begins with open nominations from diverse fields. We open the nomination phase to all in our industry.

Eligibility: Nominees can come from any marketing discipline—they can be CMOs or Marketing Directors, founders or CEOs, work in advertising, branding, research or data analytics agencies, be academics, journalists, or be people who have contributed substantially to marketing in some other way. The awards are reserved for current marketing practitioners from anywhere in the world. They must have been in the marketing profession for at least ten years.

Voting phase: When nominations are complete, those candidates with the most nominations are submitted to the Marketing Hall of Fame Academy, an invitation-only, exclusive yet diverse group of senior marketers from the corporate, agency, research, and academic worlds. The job of an academy member is to vote on a list of the 40-50 top nominations to produce the shortlist of candidates. This process takes place in the autumn.

Judging: A select and inclusive group of CEOs of major marketing industry associations, thought leaders as well as the past year's inductees review the short list of finalists to select the ultimate inductees.

Induction: The top marketers selected as inductees are recognized at an exciting ceremony held in New York City every spring. It is an inspirational and educational occasion. Each inductee, from the perspective of their careers, shares their vision on the future of marketing and the steps we can take to shape it. The Marketing Hall of Fame induction ceremony has become the most valued networking event in the field of marketing.



The 2023 Marketing Hall of Fame committee

Robert Kahn, Co-Chair and AMA New York Past-President,
Partner, Want Branding

Joanna Seddon, Co-Chair and AMA New York Past-President,
Managing Partner, Presciant

Lee Hornick, President,
Business Communications Worldwide

Lisa Merriam, President, Brand Strategy and Content
Marketing Merriam Associates

Dorothy Crenshaw, Founder
Crenshaw Communications

Rachel Mahler, Paid Media Specialist, IBM

Omosola Ogunsola, Director of Product Marketing, IBM

Will Schroeder, OMD USA

Cristiano Andreotti, Creative Director, Presciant

Lukas Pospichal, Managing Director,
GreenBook and AMA New York

Ruth Bardos, Digital Marketing Coordinator,
AMA New York

Nancy Cardenas, Senior Account Manager
GreenBook and AMA New York



Ceremony program

5:30pm – 6:30pm Networking Reception

6:30pm – 8:30 pm Welcome

Robert Kahn, Co-Chair Marketing Hall of Fame,
Past President AMA New York

Joanna Seddon, Co-Chair Marketing Hall of Fame,
Past President AMA New York

Michelle Chiantera, President, American Marketing
Association New York

Inductees:

Amy Fuller

Former Accenture Chief Marketing
and Communications Officer

Dan Ariely

Professor of Behavioral Economics, Duke University
Introduced by Lydia Hirt, CMO of CityPickle

Chris Capossela.

Microsoft's Executive Vice President
and Chief Marketing Officer

Raja Rajamannar

Mastercard's Chief Marketing & Communications Officer

Closing

Robert Kahn

Networking, open bar, and photos

Dan Ariely

PROFESSOR OF BEHAVIORAL ECONOMICS,
DUKE UNIVERSITY

Dan Ariely is famous for his pioneering work in behavioral economics, addressing questions such as:

- Despite our intentions, why do we so often fail to act in our own best interest?
- Why do we promise to skip the chocolate cake, only to find ourselves giving in to temptation?
- Why do we overvalue things that we've worked to put together?
- What are the forces that influence our behavior?

By asking questions like these, he works at the intersection of insights and the real world, helping companies grow by looking at things from new angles. His interests span a wide range of behaviors, and his sometimes-unusual experiments often demonstrate profound ideas that fly in the face of common wisdom. Dan advises governments in South Africa, the Netherlands, Brazil, United Kingdom, US, Saudi Arabia, and Israel. Many of his projects address social issues from helping those in historically excluded populations stay in school to how to address traffic congestion to reducing government bureaucracy.

Dan is a founding member of the Center for Advanced Hindsight, co-creator of the documentary (Dis)Honesty: The Truth About Lies, and a three-time New York Times bestselling author. His books include Predictably Irrational, The Upside of Irrationality, The Honest Truth About Dishonesty, Irrationally Yours, Payoff, Dollars and Sense, and Amazing Decisions.







Chris Capossela

EXECUTIVE VICE PRESIDENT & CHIEF MARKETING OFFICER
FOR MICROSOFT

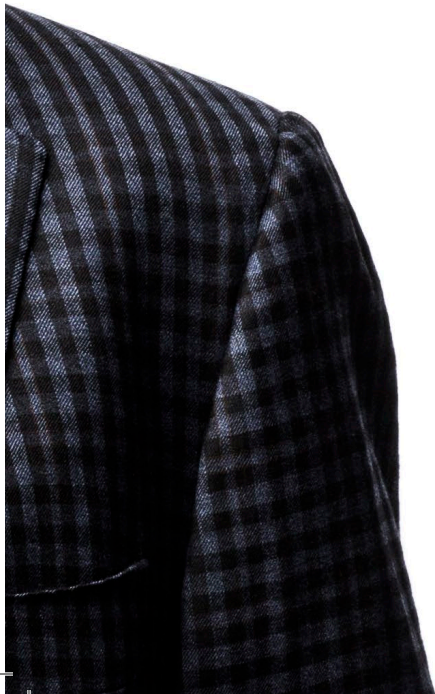
Chris Capossela has been quietly transforming the Microsoft brand. For almost 9 years he has been running worldwide marketing for Microsoft across both the consumer and commercial businesses, which includes product marketing, business planning, brand, advertising, events, media buying, communications and market research for Microsoft products and services. He also runs digital direct sales, and retail partner sales, for all Microsoft products.

As the company transformed from a campus of warring software and hardware producers to a cloud business, Chris played a key role in unifying the company around a strong brand purpose: To empower every person and every organization on the planet to achieve more. He worked to rationalize its product brands. He has shifted Microsoft's brand image and voice to be more human, more relatable and more forward looking. BrandZ estimates the value of the brand today at over \$600 billion, second only to Apple.

Chris started at Microsoft in 1991 as a Windows Seminar Team marketing manager and worked his way through the organization, taking on new business opportunities and playing a key role in transitioning users to Office 365.

Chris's interest in technology began when, as a boy, he wrote a reservation system for his family's small Italian restaurant using dBase for DOS on an early IBM PC. Capossela holds a bachelor's degree in computer science and economics from Harvard University.

Capossela lives in Seattle with his wife and two daughters. He currently serves on the board for Worldreader, a nonprofit dedicated to improving lives by bringing digital books to underserved children and families across the globe.



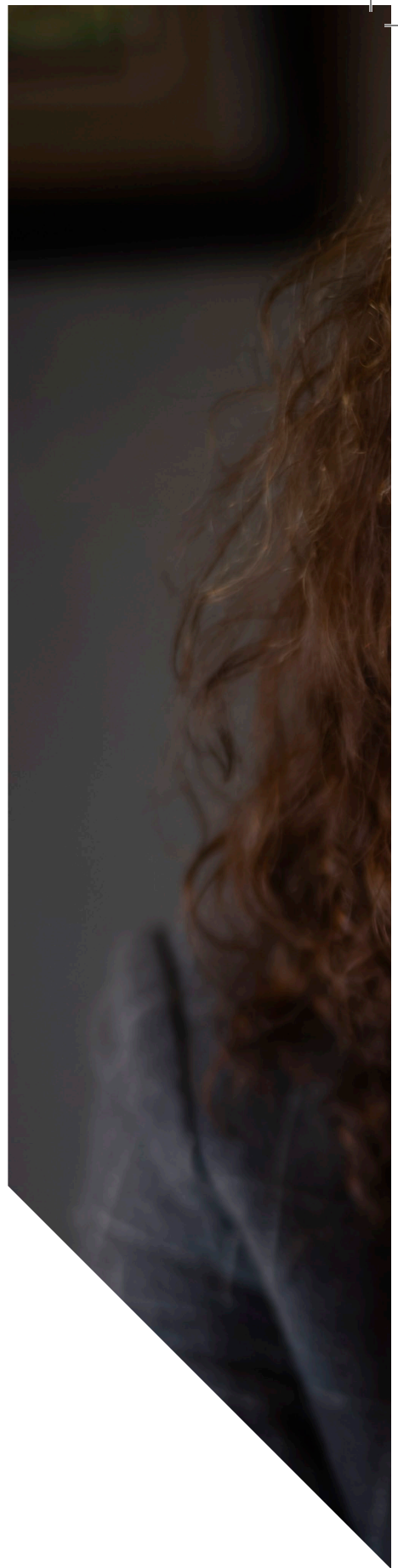
Amy Fuller

FORMER ACCENTURE CHIEF MARKETING &
COMMUNICATIONS OFFICER

Amy has built the businesses and brands for some of the world's best-known companies: Accenture, Kraft, AT&T, Verizon, Siemens, IBM, Deloitte, and MasterCard Worldwide, where she led the iconic and award-winning "Priceless" campaign. Throughout her career, including executive roles at Y&R, Dentsu, and Ogilvy & Mather, she encouraged high-performing teams, winning numerous awards for excellence and innovation.

When she joined Accenture, she was charged with transforming and modernizing its marketing. Under her leadership, the company experienced its largest-ever growth in the business and in brand value. She has a firm belief as creativity as a competitive advantage and put that to work at Accenture. She was named by Forbes as one of the World's 50 Most Influential CMOs.

Amy recently retired from Accenture to focus on board and nonprofit work. She serves on the board of Encore Global, a high-growth company in the event space. Amy is also on the boards of HealthRight International board, a fast-growing global public health NGO, and international publisher Restless Books. She is a Fellow at LiveOn NY, a public policy and advocacy organization. Amy is a frequent keynote speaker at global marketing events, a guest lecturer in marketing and ethics at universities, and a brand consultant for nonprofits.





Raja Rajamannar

MASTERCARD'S CHIEF MARKETING &
COMMUNICATIONS OFFICER

Raja has transformed Mastercard into one of the fastest-growing brands in the world. He and his team are on the cutting edge of experiential, multisensory marketing programs for consumers and customers around the world. He led Mastercard to become one of the top 12 most valuable brands in the world and the world's No. 1 audio brand.

Raja has extended Mastercard's reach and impact by embracing artificial intelligence and Web3 technologies, and pioneering new standards in inclusive design. In addition to serving as the company's CMO, he is founding president of its healthcare business, driving value for healthcare industry stakeholders through innovations in data analytics, AI and cybersecurity solutions.

A Wall Street Journal-bestselling author, his book, *Quantum Marketing: Mastering the New Marketing Mindset for Tomorrow's Consumers*, has become a touchstone for marketing leaders and academics around the world.

Originally from India, Raja received his bachelor's degree in chemical engineering from Osmania University and Master of Business Administration from the Indian Institute of Management in Bangalore. He, his wife and younger son live in the United States.





Four industry icons share how to thrive, not just survive, in a rapidly changing marketplace

from Forbes.com by Allen Adamson

Ask any marketer. The number one reason companies fail to stay relevant to consumers is that they fail to see changes in the road ahead soon enough to shift strategies. Obviously, the ability to see ahead, shift ahead, and seize opportunities before someone else does is hard to do under any market conditions. Given the marketing conditions that exist today – volatile, complex, and rapidly changing – it has become exponentially harder. That said, what skills are required to not just survive, but thrive, in today's hyperactive marketplace?

Rather than ask just any marketer, I had the privilege of posing this question to the four industry icons who will be inducted into The Marketing Hall of Fame produced by the American Marketing Association of New York on June 7, 2023. These thought-leaders, lauded for their notable successes and outstanding contributions in the field of marketing, include Dan Ariely, James B. Duke Professor of Behavioral Economics at Duke University, Chris Capossela, Executive Vice President and Chief Marketing Officer for Microsoft, Amy Fuller, former Accenture Chief Marketing and Communications Officer, and Raja Rajamannar, Chief Marketing and Communications Officer for Mastercard.

While their career paths are as unique as their respective industries, the conversations I had with each of them reflected the challenges they all share. Each honoree emphasized that, given the constant state of flux, businesses of every size must be ready and able to adapt, to identify new ways to lead, to mobilize employees, to make decisions quickly and create solutions. In other words, they must have resiliency - the capacity to absorb stress, recover critical functionality, and thrive in altered circumstances. Each expressed that resilient companies can move quickly from assessment to action, enabling them to see and seize growth opportunities, to strengthen competitive advantage and enjoy better outcomes.

That said, resiliency is one of the character traits responsible, in part, for each of these honoree's personal success stories. Over the course of their careers, each has demonstrated an ability to cope with disruptive changes and adapt, to motivate peers and employees, and to successfully navigate through uncertainty and changing circumstances, only getting stronger as a result. They know what it takes for businesses – and marketers - to flourish in

such a fast-shifting environment. Here is a bit of their advice.

“One thing I tell my students is don’t begin brainstorming with constraints. Take an idea to an extreme and balance your way back. Don’t start thinking practically. Go all in, and let the constraints come later.”

Dan Ariely

Known for his pioneering work in behavioral economics, Dan helps companies grow by looking at things from new angles. His interests span a wide range of behaviors and his, sometimes unusual, experiments often demonstrate profound ideas that fly in the face of common wisdom. Advising a range of entities from organizations to governments, many of his projects address social issues, from helping those in historically excluded populations stay in school, to how to address traffic congestion, to reducing government bureaucracy.

With a Ph.D. in cognitive psychology and a Ph.D. in business administration, what Dan does lies between psychology and economics. He asks questions economists would ask but, instead of assuming straightaway that people behave rationally, he just observes how people behave. His bestselling books about behavioral economics, “Predictably Irrational,” “The Upside of Irrationality, and most recently “Misbelief,” focus on the systemic irrationalities of human behavior. Put simply, they are about how people actually act in the marketplace, as opposed to how they should or would if they were rational beings. “Our irrational behaviors are neither random nor senseless,” Dan told me. “They are systemic and predictable. We make the same mistakes over and over, because of the basic wiring of our brains.”

“When it comes to the marketing,” he said, “the tragic mistake is that marketers often participate too late in the process. Their role is to understand consumer preferences and demands and their unique skills allow them to see this better than the person in the room crunching numbers.” As for all the data available today, Dan remarked “While there is lots of data, and that is good, we still need to watch people, understand what is driving behavior. Big data is like teenagers and sex. Everyone talks about it, but no one really knows what to do.”

Known for his wide-ranging and incisive research, as well as his accessible communication style (and sense of humor), resiliency has played a critical part in Dan’s personal and professional success. His immersive introduction to irrationality took place many years ago when he was overcoming injuries sustained in an explosion. Over the course of his recovery, he was desperate for distraction. The one he chose was observation: he began to pay attention to the oddities of human behavior and what drives people to behave the way they do. He became engrossed with the idea that we repeatedly and predictably make the wrong decisions in many aspects of our lives and that research could help change some of these patterns. As for the role resilience plays in a fast-changing marketplace, he remarked, “Because of the growth of uncertainty, resilience is one of the most important things that marketers need to strive for.

“We are maniacally focused on business model bravery - reinventing the company’s business model to embrace whatever the new world needs to be.”

Chris Capossela

Early in his career, six years after joining Microsoft, Chris was given an interesting opportunity. One of his bosses recommended him for the job of being the speechwriter for then-CEO Bill Gates. He spent the years from 1997 to 1999 traveling the world with Gates, watching the dot-com revolution unfold alongside one of tech’s richest, most-powerful CEOs, editing speeches together with him at fast-food drive-thru restaurants, and assisting Gates with live Windows product demonstrations. There is no question that the experience required resiliency and quick-thinking.

Fast forward a bit, for the last nine years Chris continues to count on these skills, running Microsoft's worldwide marketing across both the consumer and commercial businesses. He also runs digital direct sales, and retail partner sales, for all Microsoft products. As the company transformed from a campus of warring software and hardware producers to a cloud business, Chris played a key role in unifying the company around a strong brand purpose: To empower every person and every organization on the planet to achieve more. He has shifted Microsoft's brand image and voice to be more human, more relatable and more forward looking.

During our conversation, Chris highlighted the importance of reinventing oneself to keep up with the accelerating changes in business. "This has become a lot easier to do," he said, "as the company has been forced to change with the times. Satya Nadella, our CEO, instilled in the leadership team the need to reinvent the way each of us does our jobs, to reinvent the entire company in order to stay in business. More than that, every one of the discipline leaders has been pushed to innovate beyond the actual engineering and the products we build."

Among the lessons the leadership team has learned over the course of their reinvention is to focus less on their competitors' customers and focus more on what they call their Microsoft fans. "Our fans can teach us far more about what's wrong with our offerings than our competitors can," he explained. "We've found that the people who can teach us the most about ourselves are the people who use our products, already. They are co-inventing with us – helping us build the future."

Chris's interest in technology began when, as a young boy, he wrote a reservation system for his family's small Italian restaurant. Among the many things he learned from working in the restaurant business was what to look for when hiring employees. It's a lesson that has made the transition to his current role. "We are moving at such an incredible rate of change," he said, "that grit and resilience are absolutes. There are so many variables, and you're likely going to have some tough days and have the wind taken out of your sails. There are 100 things that could go wrong in a restaurant. You never know what's coming. You have to be up for a bit of crazy. Up for a bit of chaos. The same is true in our business, in any business, today. We look for people who've done great work, of course, but also those who can ride a roller coaster and triumph."

"Business strategy writes marketing strategy, but it only tells you what to do, not how to do it. The "how" is the skill of marketers, and it requires knowing how to use creativity as the competitive driver."

Amy Fuller

As a child, Amy spent many of her weekends and summers living off the grid on a primitive island in upstate New York on the Saint Lawrence River. Reflecting on the experience as it related to her career path, she said, "It was highly educational in so many ways, especially how it relates to how you solve problems and how you approach innovation." This is a lesson that has stayed with her and has motivated her in some of her most challenging business situations. As she put it, "There is no playbook, and even if there were, you'd still have to revise it continually. You might think you're up to date, but that lasts for about a millisecond before there is much more to learn."

Amy and her team at Accenture put this lesson to the test during the Covid pandemic which happened in the midst of several decisive strategic initiatives transforming the company. "I am convinced that the reason we were able to deliver the most influential marketing work during that period is that we created a culture that was not driven by fear and anxiety, but with genuine teamwork. The environment we created allowed us to work with incredible speed, even when we were all working remotely. My favorite saying for my team was 'early, ugly, and often.' The best thinking is rarely delivered the first time and in a vacuum. Let's

look at ideas together, gently, early in the project, and at frequent intervals. Getting it right was absolutely important, but the iterative process was essential to working through ideas to get it right.

Amy, an experienced global marketer with a blend of agency and client-side executive roles, has helped build brands for some of the world's best-known companies. While at Accenture, she was charged with transforming and modernizing its marketing, and the company experienced the largest-ever growth in business and in brand value. Prior to joining Accenture, she served as senior managing director of global brand at Deloitte, and at Mastercard Worldwide where, as head of global consumer marketing, she led the team that developed and deployed the iconic and award-winning "Priceless" campaign at a pivotal time for business – which contributed to one of the most successful IPOs in business.

Asked about advice she would give to marketing people and to people who want to get into marketing, she said, "Knowing what you don't know and figuring out how to compensate for that is critical to success. It's a field of continuous growth and continuous reeducation. You want to learn as much as you possibly can and understand that being uncomfortable is positive, as it motivates learning and action." Relative to resiliency? "The ability to take on new things and to handle the ambiguous questions that come with being in a disruptive business are essential to success."

"The top marketers are like Leonardo Da Vinci using the right side and the left sides of the brain and bringing them together."

Raja Rajamannar

"If you are a marketer about to begin your career, you could not have joined the field at a better time," Raja began our conversation. "You can do things without the traditional and historical constraints. The industry is not simply evolving, it is actually rapidly getting transformed. We are in the midst of a huge inflection point and the best marketers must be prepared to tap into this brave new future. Because there is so much changing, marketers have to educate themselves constantly."

A Wall Street Journal-bestselling author, his book, Quantum Marketing: Mastering the New Marketing Mindset for Tomorrow's Consumers, has become a touchstone for marketing leaders and academics around the world. "At this stage of my career," he remarked, "I still spend time educating myself because there is so much happening. You need to be able to connect the dots across various areas, various technologies, back to your business, back to the craft of marketing."

As CMO of Mastercard, Raja has transformed the company into one of the fastest-growing brands in the world. On the cutting edge of experiential, multisensory marketing programs for consumers and customers around the world, he has extended Mastercard's reach and impact by embracing artificial intelligence and Web3 technologies, pioneering new standards in inclusive design. In addition to serving as the company's CMO, he is founding president of its healthcare business, driving value for the healthcare industry through innovations in data analytics, AI and cybersecurity solutions. "There are so many fundamental shifts happening in marketing now," Raja said, "you have to be prepared to continually test the waters, always be ready and resilient enough to tap into this brave new future."

Again, while their backstories may be varied, each of the four iconic marketers being honored by the American Marketing Association share the belief that, given a marketplace that will only continue to change in unpredictable ways, the value and importance of resilience as a factor in success cannot be emphasized enough. The ability to see opportunities, and have the wherewithal to seize them, is a skill that will only become more critical to marketers who want to not just survive, but thrive in whatever this "brave new future" holds.

Marketing Hall of Fame judging panel

The Marketing Hall of Fame Judging Panel is an exclusive group of CEOs of major marketing industry associations, thought leaders as well as the past year's inductees. Judges review and vote on the short list of finalists. We're delighted to have this distinguished panel of experts involved in the inductee voting process.

Ann Mukherjee, CEO, Pernod Ricard North America

Antonio Lucio, Former CMO, Facebook, Visa and HP

Bennie F. Johnson, CEO, American Marketing Association

Bob Liodice, CEO, Association of National Advertisers

Bozoma St. John, Former CMO Netflix

David Stewart, Chair, Marketing Accounting Standards Board

Earl Taylor, Chief Knowledge Officer, Marketing Science Institute

Gonzalo Del Fa, Chair, Hispanic Marketing Council

Jim Stengel, Former Global Marketing Officer, Procter & Gamble
President/CEO, The Jim Stengel Company

Marc Pritchard, Chief Brand Officer, Procter & Gamble

Marla Kaplowitz, President & CEO, American Association of Advertising Agencies

Melanie Courtright, CEO, Insights Association

Michelle Ngome, President, African-American Marketing Association

Roben Allong, President, Qualitative Research Consultants Association

Scott McDonald, CEO, Advertising Research Foundation

Steve Pacheco, President/CEO, American Advertising Federation

Tiffany Warren, Chair, American Advertising Federation



Past MHoF inductees



MARC PRITCHARD
2022



ANN MUKERJEE
2022



BOZOMA SAINT JOHN
2022



ANTONIO LUCIO
2022



ANN LEWNES
2019



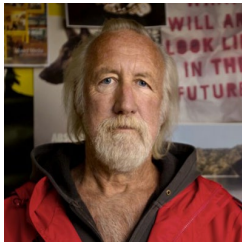
WENDY CLARK
2019



KEITH WEED
2019



ESTHER LEE
2018



LEE CLOW
2018



SETH GODIN
2018



JERRY WIND
2017



GARY BRIGGS
2017



JON IWATA
2017



JIM STENGEL
2017



AL RIES
2016



BOB GREENBERG
2016



JOHN HAYES
2016



TREVOR EDWARDS
2015



DAVID AAKER
2015



SHELLY LAZARUS
2015



YVON CHOUINARD
2015



JOSEPH V. TRIPODI
2014

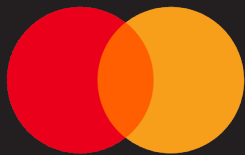


DR. PHILIP KOTLER
2014



BETH COMSTOCK
2014

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