

# The Propolis top US marketers **2022**

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## SECTION 1

# Introduction



**DAVID ROWLANDS,**  
head of content,  
B2B Marketing

With Ignite USA here, it feels like the perfect time to celebrate some of the best of the best – those top US B2B marketers doing truly outstanding work.

With that in mind, we've created a list of some of the most interesting and insightful marketers we've worked with over the last couple of years. In addition to drawing on our own universe of US talent, we also collaborated with several of our US partners to get their input into who's really driving marketing forwards in the US.

So, what were we looking for? Well, we wanted to keep the report open to marketers of all types. This isn't about celebrating data experts, professional services CMOs, or martech whizzes – it's just about recognising some excellent B2B talent in the US and giving them the recognition they deserve.

In addition to some top picks from our US agency partners, this index also includes some of our outstanding judges from the B2B Marketing Elevation Awards – the US sister awards programme of our renowned B2B Marketing Awards – as well as just some of the speakers at our conference, Ignite USA. As if that wasn't enough, we've included some of our most interesting podcast guests, as well as feature and report interviewees that had some real expertise to share.

So, that's enough from me for now. We hope you enjoy this report, listing some of the finest B2B marketers the US has to offer.

SECTION 2

# The top 80 US marketers



**KATY ABERNATHY,**  
senior director,  
corporate communications,  
Solenis



**DARRELL ALFONSO,**  
global marketing operations,  
Amazon Web Services



**ANDREW BENNET,**  
CMO,  
Smartsheet



**JOBERT ABUEVA,**  
executive director, global brand  
and innovation marketing,  
ETS



**BROOKE BARTOS,**  
director of marketing operations  
and analytics,  
InvoiceCloud



**DEBBIE BLOOMER,**  
global go to market lead,  
Hewlett Packard Enterprise



**PETRA ADSHEAD,**  
director of global marketing  
and communications,  
BGRS



**KOBI BEN MEIR,**  
CMO and partner,  
Fintegra



**LAURA BRESLAW,**  
CMO, financial services,  
Capgemini



**MARYNA BURUSHKINA,**  
CEO,  
GrowthChannel



**SHANNON BYRNE,**  
senior director, SMB marketing,  
Aruba, a Hewlett Packard  
Enterprise company



**JENNIFER  
CANNIZZARO,**  
head of enterprise marketing,  
WHOOOP



**ARISTOMENIS  
CAPOGEANNIS,**  
director, revenue marketing,  
NVIDIA



**STEPHANIE  
CAPOUCH,**  
VP marketing,  
Terminus



**CARMEL COSCIA,**  
VP and head of global  
integrated marketing,  
Ericsson



**TIFENN DANO KWAN,**  
CMO,  
Collibra



**SVEN DELLAGNOLO,**  
senior director, global  
revenue marketing,  
Lexmark



**GIOVANNI DI NATALE,**  
director, enterprise  
ABM marketing,  
Pure Storage



**LYNDA DUPONT-  
BLACKSHAW,**  
global marketing director,  
Crowe Global



**MICHAEL  
FASSNACHT,**  
CMO,  
City of Chicago



**ASHLEY FAUS,**  
content strategy lead,  
software teams ,  
Atlassian



**CARRIE FEORD**,  
global head of ABM,  
industry clusters,  
ServiceNow



**STEPHANIE  
FERGUSON**,  
corporate VP,  
Microsoft



**KYLE FLAHERTY**,  
senior VP global marketing,  
Cybereason



**LOU FRIEDMANN**,  
CMO,  
PreREO



**JEFF FRYER**,  
director, social media,  
Arm



**AMISHA GANDHI**,  
senior VP marketing,  
Tipalti



**JILLIAN GARTNER**,  
head of global digital marketing  
and demand generation,  
Conduent



**JASMINE GEE**,  
VP marketing,  
Arcadia



**BETHANY GENIER**,  
marketing and communications  
director, energy systems North  
America, DNV



**ASHLEE GEROW**,  
senior manager,  
employer brand,  
HubSpot



**LISA GILBERT**,  
VP, brand,  
sponsorship and content,  
Kyndryl



**LAWRENCE GOLDMAN**,  
senior manager,  
product marketing,  
Progress



**EMILY GRAVEL,**  
marketing operations manager,  
marketing shared services and  
digital marketing, VMWare



**ANAMIKA GUPTA,**  
director,  
head of customer marketing,  
Fujitsu Americas



**STEPHEN HARRIS,**  
corporate VP, global head  
of data science and growth  
analytics (cloud + AI), Microsoft



**ASHLEY HEATON,**  
VP,  
corporate marketing,  
Brookfield Properties



**LANCE HILL,**  
global head of commercial  
marketing, personal systems,  
HP



**DIANE HUND,**  
senior VP and CMO,  
US Foods



**JONATHAN JAMES,**  
senior VP, vertical GTM and  
merchants solutions marketing,  
FIS



**LORETTA KELLY,**  
director of strategy marketing,  
Blue Diamond Growers



**SARAH KENNEDY  
ELLIS**  
VP, global growth and demand,  
Google Cloud



**ALLYSON KLEIN,**  
VP, global communications  
and marketing,  
Micron Technology



**JULIE KNIGHT-  
LUDVIGSON,**  
CMO,  
Unit4



**JILL KOURI,**  
CMO,  
HCL Technologies



**SHANELLE LITTLE,**  
marketing director,  
West Monroe



**KATHERINE LUCAS,**  
head of marketing and  
commercialization,  
State Street



**HEATHER MARTIN,**  
head of global field marketing,  
O.C. Tanner



**LAUREN MCCADNEY  
WILLIAMS,**  
VP marketing delivery,  
CDW



**CARA MCCALL,**  
VP marketing and  
communications,  
CNA Insurance



**OLIVIA MESSINA**  
social media and  
community manager,  
Oktopost



**KELLEY MICHALIK,**  
CMO,  
Alight Solutions



**JON MILLER,**  
CMO,  
Demandbase



**MICHIE MILLER,**  
VP global B2B marketing,  
American Express



**STEVE MUDD,**  
head of content marketing  
studio,  
NetApp



**MEG MURPHY,**  
manager, product marketing,  
Visual Lease



**ERIN O'BRIEN,**  
VP product management and  
marketing operations,  
West Pharmaceutical Services





**SARA PION,**  
senior growth manager,  
Voiceflow



**BRIDGET POETKER,**  
director of content and brand,  
Postal.io



**CLINT POOLE,**  
CMO,  
Egress Software Technologies



**RACHEL RAPOZA,**  
lead product  
marketing manager,  
UKG (Ultimate Kronos Group)



**SUE RODEMAN,**  
VP of marketing,  
Kodak Alaris



**KAREN SALAMONE,**  
head of marketing,  
MarketSource PRO



**KATHY  
SEEGEBRECHT,**  
senior VP and CMO,  
UL



**LIZ SHOVLIN,**  
director of sales  
and marketing – Americas,  
Nicomatic



**MONICA SPRUILL,**  
global head of diversity and  
development for marketing and  
communications, Accenture



**JILL STEINHOURL,**  
global director, industry strategy  
and marketing, high tech and  
B2B, Adobe



**CAREY STRAETZ,**  
senior director,  
global digital marketing,  
HackerOne



**PAM STRICKLAND,**  
senior director, marketing services  
and ecommerce,  
Owens & Minor



**JOSEPH TAIANO,**  
managing director – global head  
of marketing for consumer and  
manufacturing industries, Accenture



**CASS TAYLOR,**  
purpose marketing lead,  
Adobe



**LYNN TEO,**  
CMO, legal, government, global  
print D2C,  
Thomson Reuters



**ANTHONY TOGUCHI,**  
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Vanguard



**JEANNIY WALDEN,**  
global chief innovation and  
marketing officer,  
DailyPay



**CHERI WESINGER,**  
managing director,  
Hewlett Packard Enterprise



**ERIN WIGGER,**  
director of brand marketing,  
Okta



**RAY WIZBOWSKI,**  
CMO,  
Solifi



**SHELLEY WOODS  
WHITING,**  
CMO and VP marketing,  
SW2, LLC



**THOMAS C. WYATT,**  
director of marketing and  
communications,  
HEIDENHAIN Corporation



**JESSICA LYN ZALL,**  
CMO,  
Percent

## SECTION 3

# The worm has turned!



**JAMES FARMER,**  
co-founder,  
B2B Marketing

I'm sure we are all completely fed up with references to Covid. Well, at least, in the context of how it has changed our private and working lives. But there have been many unintended and positive outcomes – especially for marketers.

### The rise of marketing

Marketing, especially in B2B, was once resigned to the back office. However, over the last decade, the profession has risen to be considered a far more serious element of business growth. This shift fully matured over the Covid lockdown periods of 2020 and 2021, where the value of marketing was fully realised.

### Customer-driven marketing

We do not know where prospects are (at any point) with any confidence anymore. Are they in the office? Are they at home? We know they are time-poor, looking for results, discerning, and have the need to be fully immersed with the commercial relevance of a brand before they even consider engaging.

This cannot be achieved by the brute force of sales anymore. The responsibility now heavily falls on marketing, and especially with CMOs and marketing leaders.

### Propolis areas of strategic marketing

To deliver accelerated growth, or any meaningful growth, marketing cannot just rely on marketing communication alone. To win new business, marketing is now responsible for all key Propolis areas: Strategy & Evolution; Teams, Resourcing & D&I; Brand & Content Strategy; Data Strategy, Insight & Intelligence; Marketing Operations & Process; Growth; Execution & Campaigns; and Customer Experience – and all to achieve the goal of growth! This is no mean feat, and requires some of the brightest minds and most creative thinkers – those who can deliver the necessary strategic outcomes for their business.

## The best of B2B

B2B Marketing is pleased to announce *The Propolis Top US Marketers 2022*. In a hugely healthy market, it's hard to just list the names we have. However, be sure, they all demonstrate an exceptional marketing and commercial minds, across all Propolis areas, driving growth for their prospective business. They have all been nominated and judged by some of the leading US agencies and Propolis Experts. We look to build on this list in the years to come, and we'd like to sincerely congratulate all of this year's entrants.

## What is Propolis?

Propolis is the global platform (delivered by B2B Marketing), providing marketers with the clarity to solve real-world marketing challenges. It does this through instant access to unbiased experts, training, technical resources and research, all supported by a team of dedicated customer success managers.

B2B is changing, with new technologies and buying habits having put marketing squarely in the spotlight as the owner of the customer journey and the engine of business success. At the same time, the marketing sector can now be segmented into eight core, strategic pillars – eight pillars that we are constantly covering in Propolis. All of this combines to put unenviable pressure on CMOs and teams alike to deliver. There is no place to hide!

With Propolis, you can locate the right intelligence, tools and experts to help guide and support you on your journey in real-time. Propolis de-risks the challenges and decisions you face every day. It is designed for the way you really work, to help you find answers quickly and tackle the day-to-day challenges of B2B marketing life – by the people who know better than anyone what makes B2B work.

If you would like to know more, just email [propolis@b2bmarketing.net](mailto:propolis@b2bmarketing.net) and one of the team will give you a tour!

SECTION 4

# The advisory panel

So, there you have it! 80 of the most exciting marketers the US has to offer. Before we conclude this report, we'd just like to extend our thanks to our US partners who helped us create this extensive list. We couldn't have done it without them.



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