

18 MARKETERS ARE NAMED INTERNATIONALISTS

Eighteen international marketing leaders have been named *Internationalists of the Year* by **The Internationalist**. These individuals are truly the people behind today's outstanding marketing thinking and brand communications.

Without their extraordinary efforts, inspiration and energy amid today's "always on" world with increased emphasis on accountability and responsibility, many marketing programs simply would not have gotten off the ground. These *Internationalists* represent a variety of industries, locations and numbers of years in the profession, but all take the role of brand champion to heart.

The Internationalists include:

- Morten Albaek, Group SVP, Group Marketing & Customer Insight- VESTAS WIND SYSTEMS
- Barbara Basney, VP Global Advertising- XEROX
- Pete Blackshaw, Head of Global Digital & Social- NESTLE
- Kim Chrystie, Sr. Manager Advertising and Media Strategy- EMC
- Anna Griffin, VP Global Brands & Campaigns- JUNIPER
- Ben Jankowski, Group Head of Global Media- MASTERCARD WORLDWIDE
- Fritz Johnston, VP Global Brand Management & Advertising- THE BOEING COMPANY
- Susan Jurevics, SVP, Global Retail CRM and Brand Marketing- SONY CORPORATION
- Laurie Kasper, Global Media Manager- INTEL
- Sanjay Khosla, President Developing Markets- KRAFT FOODS
- Michelle Klein, VP Smirnoff Global Marketing/ Communications & Digital- DIAGEO
- Rob Langtry- Strategy & Marketing Officer, AUSTRALIAN WOOL INNOVATION
- James Moorhead, Associate Marketing Director- GILLETTE
- Erich Parker, Director of Corporate Strategic Communications- DU PONT
- Sue Shim, CMO of Global Marketing Operations- SAMSUNG
- Roshene Singh, Chief Marketing Officer- SOUTH AFRICA TOURISM
- Colin Westcott-Pitt, VP Marketing/ Dos Equis, Amstel Light and Newcastle Brown Ale- HEINEKEN
- Betsy Wilson, Director of Global Advertising- UPS



Today's *Internationalists* aim to present a consistent worldwide image while working to connect on an individual customer level. Many have championed new regions or new markets, coordinated global teams, or are advocates of international projects that simply would not have happened without their drive and perseverance. These leaders also recognize how today's social programs are paving the road for future generations of brand advocates throughout the globe, every day in our 24/7 world.

There may never have been a more exciting time to be a marketing leader, despite today's complexities. The global overlay of regulations, carbon footprints, CSR, cultures, languages, political environments and a myriad of differing perspectives all contribute to describing one of the world's most challenging occupations-- played on a very public stage fraught with immediate customer reaction that directly affects a brand's potential for success.

Highlighting the *people and ideas* behind today's successful cross-border campaigns and breakthrough accomplishments is at the heart of **The Internationalist's** mission. All of these *Internationalists* have been nominated by their industry colleagues for their work in 2011. Final selections were made by the **The Internationalist** advisory board and editorial team. These men and women join 89 other individuals named since 2004.

Internationalists '10: Jon Achenbaum, BAYER HEALTHCARE/ Diabetes Division; Nick Adams, WESTPAC BANK; Scott Berg, HEWLETT-PACKARD COMPANY; Dwight Caines, SONY PICTURES WORLDWIDE; Chad Carlson, ORACLE CORPORATION; Julie T. Chan, PFIZER Consumer Healthcare; Wendy Clark, THE COCA-COLA COMPANY; Beth Comstock, GE; Trevor Edwards, NIKE, INC.; Katy Giffault, HASBRO, INC.; Kieran Foley, DIGICEL; Anthony Lau, BANK OF COMMUNICATIONS; Claire Molyneux, PROCTER & GAMBLE West Africa; Marisa Ricciardi, NYSE EURONEXT; Shawn Warren, KRAFT FOODS Asia-Pacific; Rahul Welde, UNILEVER Asia

Internationalists '09: Joe Bihlmier, AMERICAN EXPRESS; Len Blaifeder, BNY MELLON; Celine Del Genes, REEBOK ASIA PACIFIC; Nicolas Maurer, BEIERSDORF; Michael Mendenhall, HEWLETT PACKARD; Neil McGuinness, BP SOLAR; Bettina Sherick, 20th CENTURY FOX INTERNATIONAL; Geert van Kuyck, PHILIPS; Christine Valls, AMERICAN AIRLINES

Internationalists '08: Mike Paradiso- CA; Kristy DeMarco- CISCO; Mats Ronne- ELECTROLUX; Kathy Button Bell, EMERSON; Stefan Betz- GERMANWINGS; Vanessa Healey- INTERCONTINENTAL HOTELS & RESORTS; Mary Dillon- McDONALD'S; Hossam Dabbous- PEPSICO; Cathy Davies- SONY ERICSSON; Mark Davies- STAR ALLIANCE; Babs Rangaiah- UNILEVER

Internationalists '07: Teresa Poggenpohl- ACCENTURE; Susan Bradley- BOEING Commercial Airplanes; Daniel Guzman- DELL; Yisell Hernandez- Genius-KYE Systems; Javier Diez-Aguirre- GENWORTH Financial; Grace Villamayor- HERTZ International; Amy Lou- HTC; Ted Chung- HYUNDAI Card Company; Dierdre Bigley- IBM; Marcus Casey- LUFTHANSA; Simon Sproule- NISSAN Motor Company; Paul Greenberg- NYC & Co.; Dr. Greg Allgood- PÜR® Purifier of Water, Procter & Gamble; Mark Reeves- STAR ALLIANCE; Joe Clift- VISA Europe

Internationalists '06: Kit Haines-Bornheimer- AT&T; Anja Herb- BASF; Rafael Gomez- CITGO; Helen Clark- CHEVRON; Kevin Brown- Digi-Key; Steve Wheeler- EMIRATES AIRLINES; David Spurlock- EOS AIRLINES; Urban Fjellestad- ERICSSON; Jennifer White- FREESCALE SEMICONDUCTOR; Nancy Bagat- INTEL; Giorgio Guidotti- MAX MARA FASHION GROUP; Eikoh Harada- McDONALD'S JAPAN; Lloyd Mathias- MOTOROLA; Patrick Heineger- ROLEX; Ian MacFarlane- TOURISM AUSTRALIA

Internationalists '05: Steve Wilhite- NISSAN; Peter Moore- MICROSOFT; Judy Everett-SHELL; Tom O'Toole- HYATT; Tony Fernandes- AIR ASIA; Yvonne Johnston- MARKETING COUNCIL OF SOUTH AFRICA; Judy Hu- GE; Peter Boher- PENINSULA HOTELS; Deepak Advani- LENOVO

Internationalists '04: Stewart McHie- EXXON MOBIL; Rachell Berges- MOTOROLA; Erich Stamminger- ADIDAS-SALOMON; Steve Jobs- APPLE; Eric Kim- SAMSUNG; Allison Johnson- HP; Anita Mehra Mohayoun- DUBAI AIRPORT; James Stengle- PROCTER & GAMBLE; Dee Dutta- SONY ERICSSON; Zhang Ruimin- HAIER; Peter Stringham- HSBC; Yazid bin Mohamed- MALAYSIA AIRLINES; Larry Light- McDONALD'S