

Top CMOs 2013

The following Dallas-Fort Worth chief marketing officers have been recognized for enhancing and elevating the field of marketing within major corporations. As chief marketing officers, they possess knowledge, skills, creativity, and other qualities that are mission critical to their respective company's current and future success. Additionally, they influence and inspire others by way of sharing their time, talent, and wisdom for the betterment of the marketing profession. Advertising had no bearing on how these chief marketing officers were selected. The marketing professionals featured here have provided and verified the information contained in their profiles.





Sheryl Adkins-Green serves as Mary Kay's chief marketing officer. She leads the company's global marketing strategy, new product development, advertising, digital marketing, social media, and customer insights to drive long-term growth and support the more than 2.5 million independent beauty consultants. As CMO, her goal is to strengthen Mary Kay's position as an irresistible beauty brand around the world.

Since Adkins-Green joined Mary Kay Inc. in January 2009, she has been instrumental in developing the product portfolio strategy that is generating a sustainable stream of innovative skin care, color, and fragrance products. She is driving the development of digital marketing and social media tools that enable independent beauty consultants to successfully sell Mary Kay products anytime, anywhere. Outside of the office, she supports The Mary Kay Foundation and is a member of the Dallas Museum of Art board of trustees.

Sheryl Adkins-Green

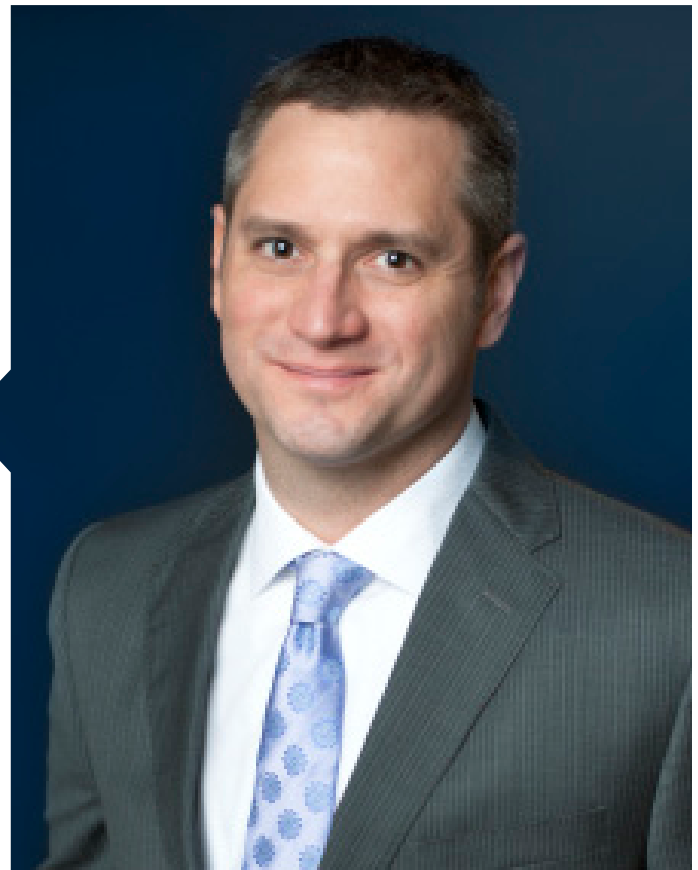
Chief Marketing Officer, Mary Kay

Michael Grasso is chief marketing officer of TXU Energy a subsidiary of Energy Future Holdings Corp. Since 2009, Grasso has managed a fully integrated marketing and sales organization that has driven the evolution of the TXU Energy brand in the ultra-competitive Texas market. He has focused on enhancing customer experiences, expanding into new channels including web, mobile, and direct sales, as well as leading product innovation, energy management solutions, and self-service for TXU Energy's residential and business segments.

Prior to joining TXU Energy, Grasso was founder and principal of Heights Marketing, a brand strategy and marketing consultancy that worked with technology services companies and marketing and advertising agencies. Previously, he was senior vice president of brand management with USAA, leading all acquisition and member marketing across the insurance, banking, investment, and member services business lines. Grasso spent 15 years working across a wide range of leadership roles with AT&T, including building and launching AT&T U-verse.

Michael Grasso

Chief Marketing Officer,
TXU Energy





Kent Huffman is a results-oriented marketing executive, customer experience advocate, and published author. He has built a reputation as a corporate marketing turnaround specialist, having achieved significant, measurable results in three turnaround situations during the past 10 years.

Serving as chief marketing officer for BearCom Wireless since 2006, Huffman is responsible for expanding the company's presence in its target markets, as well as driving all marketing strategies and tactics. During his first year at BearCom, he created the award-winning *Today's Wireless World* magazine. Prior to joining BearCom, he held the position of vice president of marketing for CompuCom Systems.

Before joining CompuCom, Huffman led the global marketing communications team at Perot Systems (now Dell Services), a Fortune 1000 IT services company. Previously, he founded and managed his own boutique marketing consulting firm, Marketek Media. In 2012, Huffman authored the book *8 Mandates for Social Media Marketing Success for C-Suite* Press, and in 2008, he co-authored the book *Maximizing Your Marketing Efforts* for Thomson Reuters/Aspatore Books. He is also co-publisher of *Social Media Marketing Magazine*, a new digital publication.

Kent Huffman

Chief Marketing Officer,
BearCom Wireless

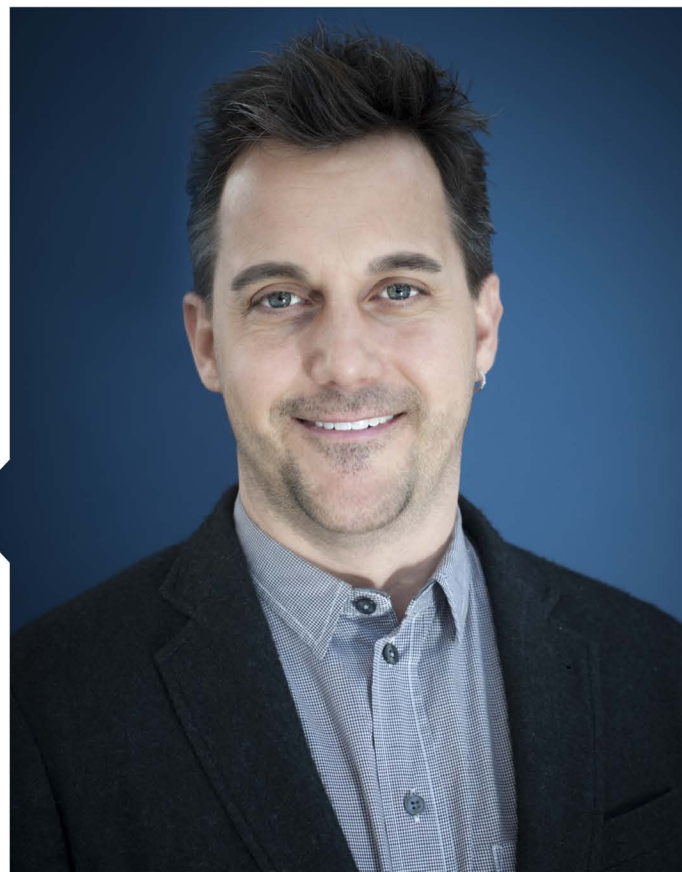
Todd Pendleton currently serves as the chief marketing officer for Samsung Mobile USA. Since joining Samsung in June of 2011, Pendleton has reshaped the company's brand image in the U.S. with the launch of "The Next Big Thing is Here" marketing campaign to align with the company's position as the No.1 manufacturer of mobile devices. Under his leadership, Samsung Mobile USA has been one of the fastest-growing social brands in the world, growing more than 26 million fans in 16 months. Mashable called Samsung Mobile the "breakthrough brand of 2012." The company was also named "Top Riser" on Interbrand's Best Global Brands list.

His creative vision has resulted in three of the top five "most viral tech videos of 2012," with the "The Next Big Thing is Already Here" ad for the Galaxy S III claiming the top spot. Samsung Mobile's marketing is cited by the *Wall Street Journal* as a big reason there is a shift in perception that Apple has "lost its cool to Samsung." Pendleton sets the marketing strategy for iconic products and Samsung Mobile's channel presence and has overseen the most successful product launches in the company's history.

Pendleton spent 15 years at Nike, Inc. prior to joining Samsung. He holds a bachelor's degree from Northeastern University in Boston.

Todd Pendleton

Chief Marketing Officer,
Samsung Mobile USA





Paula Puleo is executive vice president and CMO for Michaels Stores in Irving. She and her team are responsible for the development and execution of a fully integrated, multi-channel marketing strategy. Since joining Michaels in 2010, Puleo and her team have established a strong presence in the social and mobile space, advanced direct and digital marketing, and established Michaels.com as a true source of inspiration, value, and creativity. Customers can now engage with the brand in a true omnichannel manner.

Under Puleo's leadership, her team has partnered with many local Dallas organizations including Dallas Children's Theater, Texas Rangers, Cooks Children's Hospital, Boys & Girls Club, Starlight Foundation, Dallas Mavericks, GoRed for Women, and the AT&T Performing Arts Center. Prior to joining Michaels, Puleo was the EVP of strategy and enablement for Rapp and served as director of customer marketing for Limited Brands. She has also served as a partner at Peppers and Rogers where she successfully worked with companies such as Ford, Nordstrom, and Neiman Marcus on developing and executing customer-centric strategies. She also worked at American Express and *The Reader's Digest* on loyalty and direct marketing strategies.

Paula Puleo

Executive Vice President
and Chief Marketing Officer,
Michaels Stores

Tom Santora is chief marketing officer and senior vice president of sales for Omni Hotels & Resorts where he oversees all aspects of sales, marketing and brand strategy for the award-winning luxury hotel company.

Since joining Omni in 2008, Santora has driven a strategic plan across all disciplines and communication channels that have helped evolve the brand's position and drive top line revenue. He has more than 25 years of experience in the hotel industry. Prior to joining Omni, he was executive vice president of sales and marketing at Viceroy Hotel Group, where he established the company's two iconic lifestyle brands, Viceroy and The Tides. He also worked for 16 years with Marriott International. Santora was named "One of the Top 25 Extraordinary Minds in Sales & Marketing" by Hospitality Sales & Marketing International (HSMIAI).

Tom Santora

Chief Marketing
Officer/Senior Vice
President, Sales,
Omni Hotels & Resorts

