



Advisory Link

Summer 2008 Newsletter

1408 Melody Breeze Ct.
Roanoke, TX 76262
817-379-0956

<http://www.advisorylink-dfw.com>
news@advisorylink-dfw.com

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What's New with Advisory Link?

One of the most fun things I have done this quarter is write an article titled "[Exercise Anytime, Anywhere: How I lost 25 pounds while continuing to eat chocolate.](#)" Everyone I mentioned the article to wanted me to forward it to them, so I thought I would make it easily available to you. As a tease, the first paragraph is: "*Here's the situation. I hate working out. I love chocolate and I needed to lose 25 pounds. Not a good combination. But I did it! Here's how.*" To read the full article, click [here](#).

Also on my website is my [new blog](#), our [Marketing to Women](#) and [Employing Women](#) quizzes, as well as a few facts you may not know about women.

In addition, I have co-authored a book with Jack Canfield, Dr. Warren Bennis, Jim Kouzes, among others. *Leading the Way to Success* will be released in late 2008. My chapter deals with how women can increase their leadership skills and be more successful in climbing the corporate ladder, as well as what companies need to do to attract, retain and promote talented women. I discuss how successful efforts in marketing and selling to women are integrated with leadership development strategies within the corporation.

Advisory Link is also in discussion with the Executive MBA program at Southern Methodist University to work together on a very exciting project. I'll fill you in on all the details as the program develops.

Women in High Places in Marketing (CMO)

In spite of tremendous challenges, many extremely-talented women have risen to or been hired for the C-Suite position of Chief Marketing Officer (CMO) within very large and successful corporations.

To better define the difficulty of this position, *Advertising Age* stated that research conducted by Spencer Stuart showed that the average tenure of a Chief Marketing Officer (CMO) at the top 100 branded firms has consistently declined. CMO tenure has gone from 23.6 months in 2004, to 23.5 months in 2005, to 23.2 months in 2006. Compare that to the average tenure of a CEO, which is 7.9 years, and the CIO, which is 3.0 years. The role of the CMO is critical to the success of a business. The marketing department has a tremendous impact on educating potential customers on the benefits of products and services, as well as making sure its company understands the needs of the changing marketplace.

In addition to the dazzling dozen listed below, women like Wendy Yarno (Merck), Judith Sims (Oracle), Sue Quillin (Tyson Foods), Anne Finucane (Bank of America) and Julie Gardner (Kohl's), are a few of the hard-working, often under appreciated, CMOs. They all realize the importance of marketing as the business discipline charged with getting and keeping customers, thereby generating increased sales and growth.

Sarah Robb O'Hagan was hired as Chief Marketing Officer (CMO) of The Gatorade Company, a division of PepsiCo. As part of the new PepsiCo Americas Beverage sector, O'Hagan's primary responsibility will be for the U.S. However, she will help provide strategic direction of Gatorade's marketing to Latin America, the largest Gatorade marketplace outside the U.S. Prior to Gatorade, O'Hagan was with Nike for nearly six years. Her marketing efforts at Nike, highlighted by creativity and brand-building activities, included business leadership and brand direction for running, women's fitness/teen girl sport, tennis and sport culture for shoes and



apparel. She has also led marketing platforms for other high-profile brands such as the Virgin Entertainment Group, Atari and Air New Zealand. O'Hagan has an amazing track record of elevating high image, sports and entertainment businesses while delivering great results.



Deborah Meyer left Toyota to take the top marketing post at Chrysler LLC. "Meyer, considered a marketing whiz kid, is the first high-ranking executive to leave Toyota's U.S. sales office for a position at a domestic automaker since 1989," said the *Wall Street Journal*. Meyer was responsible for much of the success of Toyota's marketing and image. She currently is responsible for creating marketing and advertising initiatives for the Chrysler, Dodge and Jeep brands. She oversees sales promotions, brand positioning and events, as well as strategic direction for the company's global marketing efforts. *Automotive News* recognized Meyer twice as one of the 100 Leading Women in the Automotive Industry, once in 2000 and again in 2005. Additionally, she has been inducted into the American Advertising Federation Hall of Advertising Achievement.



Julie Fasone Holder is Senior Vice President and Chief Marketing, Sales and Reputation Officer for The Dow Chemical Company. In her 30-year career with Dow, Holder has held a variety of leadership positions with local, national and global responsibilities. As a strong advocate for the advancement of women in the workplace, she is one of the founders of Dow's Women Innovation Network (WIN), a network of men and women focused on maximizing the professional contributions women make to Dow. In 1999, she was awarded Dow's prestigious GENESIS Award, which is their highest leadership award. In 2006, the *Profiles in Diversity Journal* highlighted her in its feature, "Women Worth Watching in 2007." The National Association for Female Executives honored her as their Woman of Achievement in 2007. She serves on The Dow Chemical Company Foundation board and is also a Consulting Director for Wolverine Bank.



CMO **Kathryn Olson** is responsible for expanding Shutterfly's premium lifestyle brand through results-driven integrated marketing, merchandising and customer experience. She oversees Shutterfly's award-winning products and services, corporate communications and overall brand positioning including advertising, customer acquisition and retention, merchandising, direct-marketing and creative services. Olson has received a number of industry awards including the Toy Industry Association's "Most Innovative," "Most Educational" and "Overall Product of the Year" awards, in an unprecedented sweep in 2005, as well as *Ad Week* magazine's "Ad of the Week" award. She has served on the board of trustees for the Association of National Advertisers and is a member of the board of trustees for the Women's Sports Foundation.



Sylvia Reynolds leads the development of integrated marketing strategies across Wells Fargo's 80 business lines. She is directly responsible for brand strategy and advertising, database and experiential marketing, integrated program and product development, market research and analysis and marketing technologies. Reynolds joined Wells Fargo in 2001. Previously, she was EVP of Deposit Strategy and Support at Bank of America, after serving as EVP of strategic programs with their residential lending group. She has also held senior marketing and strategy positions at Ceridian Employer Services, Citicorp Mortgage and Pulte Homes.



As CMO, **Roxanne Taylor** heads Accenture's Marketing & Communications business practice, comprising 600 professionals worldwide. Prior to being appointed to her current role in 2007, Ms. Taylor was managing director of Corporate Communications with global responsibility for the company's media relations, industry analyst relations and financial communications strategies and activities. She served as Accenture's key spokesperson on all corporate matters, managed a team of more than 60 media and industry analyst relations professionals around the world and directed the company's external public relations agencies.

Laurel Richie is responsible for the Girl Scouts USA brand, communications, publishing, marketing and web-based initiatives. She is playing a major role in the rollout of GSA's new brand strategy, and will help ensure that a comprehensive media and communications plan is in place. Prior to her appointment, Richie worked at Ogilvy & Mather for clients including



Campbell Soup, American Express, Oscar Mayer, Huggies and Pepperidge Farm. She sat on Ogilvy New York's Operating Board and was a founding member of Ogilvy's Employee Advisory Council on Diversity and Inclusion. Richie's pro-bono clients included the Museum for African Art and the New York Human Rights Commission. In addition, she has mentored young women as part of the Multi-cultural Advertising Intern Program, Xavier University's Youth Motivation Task Force and the Advertising Educational Foundation. Richie is a recipient of the YMCA's "Black Achiever's Award" and *Ebony Magazine's* "Outstanding Women in Marketing and Communications."



Mary Dillon leads McDonald's worldwide marketing efforts and global brand strategy across 118 countries. As CMO, Dillon's focus includes ongoing innovation in marketing planning and execution, brand evolution and creative strategy, children's well-being initiatives, global sports alliances and marketing talent development. Since joining McDonald's in 2005, she leads the holistic activation of the company's sports and entertainment properties, including the creation of the McDonald's Champion Kids program for the 2008 Beijing Olympics. Prior to McDonald's, Dillon was President of the Quaker Foods division of PepsiCo Corporation. She has been a board member of Housing Opportunities for Women and a United Way volunteer. In 2006, Dillon was named to the *Wall Street Journal's* "Top 50 Women to Watch" list and in 2007, she was appointed to the Board of Directors of Target Corporation.



Mary Beth West, a 22-year Kraft Foods Inc. veteran, is Executive Vice President and CMO. She is responsible for Consumer Insights & Strategy, Integrated Marketing Communications, Consumer Services, Sustainability and the *Tassimo* hot beverage business on a global basis. Most recently West was Group Vice President, Kraft Foods and President, North America Beverages Sector. She managed a sector with more than \$3 billion in revenues, comprised of such iconic brands as *Maxwell House* coffee, *Tassimo*, *Crystal Light*, *Capri Sun* and *Kool-Aid*. She currently serves on the Board of Directors for J.C. Penney Co., Inc. and is a member of the Executive Leadership Council. West has been recognized for her achievements by the Minority MBA's Next Generation of Business Leaders and by *Crain's Chicago Business* in 2001 for their annual "40 under 40" listing.



Frances Allen is responsible for the development and execution of marketing strategies and initiatives, advertising and new product launches for Dunkin' Donuts, the world's largest coffee and baked goods chain. Allen brings to Dunkin' Donuts more than 20 years of consumer branding and food industry experience. Her marketing experience and expertise, as well as a global perspective, will help Dunkin' Donuts continue its aggressive national and international expansion. Prior to Dunkin' Donuts, she was Vice President of Marketing at Sony Ericsson Mobile Communications, where she handled the company's marketing strategy and implementation plans for the U.S. and Canada. Earlier in her career, Allen was at PepsiCo where she served in a number of leadership roles.



Joan Chow, now CMO at ConAgra Foods, had previously been Senior Vice President and Chief Marketing Officer of Sears Roebuck & Co. Chow's main goal at ConAgra Foods is to accelerate demand for the company's brands using insights-driven, higher-impact marketing. To achieve this goal, Chow and her team are focused on building stronger advertising creative, effective media plans, sustainable customer linkage and a strong return on marketing objectives. At Sears, Roebuck & Co., Chow led all aspects of the company's marketing efforts. Prior to joining Sears in 1998, she spent seven years at Information Resources, Inc., where she built top-performing client service teams. Chow began her career in 1986 at Johnson & Johnson Consumer Products, Inc. where she brought strong results and market share gains as a leader of several product lines.



Penny Wilson was Senior Vice President and CMO at Macromedia Inc. prior to joining Juniper Networks Inc., the leader in high-performance networking. With more than 25 years of marketing and technology leadership experience, Wilson, working closely with the executive management team, directs Juniper Networks' global marketing initiatives. In her role at Macromedia, she led the company's worldwide marketing efforts leading up to and through the successful acquisition by Adobe Systems Inc. in late 2005. Wilson started her career at Merrill Lynch International, where she held various positions, including vice president global information systems.

Trend Watch

Advertising is changing in our highly evolved technological world. According to



Vorhaus's research, women ranked watching television as their number one leisure activity (23%), followed by using the Internet (16%) and playing free web-based games (10%). Reading magazines (one of the top advertising mediums used by many marketers targeting females) only ranked in at 4%. If advertising agencies, manufacturers, service companies, marketers and retailers aren't already supplementing their television, radio and print ads with new advertising vehicles and creative new ideas, they are missing a tremendous share of the buying public. Online advertising and product placements on television shows and in movies is one popular venue. In grocery stores, ads are now placed on floors, carts and shelves. Banner ads on free gaming web sites and social networks such as MySpace and Facebook are just a few of the new tactics that are helping gain and keep market share. In some areas, school buses are selling ad space. To compete today, you don't need more money, just better placement or use of the dollars.

Quarterly Tip



In Tough Times, Making the Right Marketing Decisions Are Critical

In order to reach the most important market segment, allocate part of your marketing budget to a method that has measureable results and a proven track record of success.

A Woman's Advisory Board will help you:

- Increase your customer base
- Find and obtain your ideal customer
- Target the person who spends \$.85 of every dollar
- Engage not just her, but her extensive network
- Keep existing customers loyal
- Recruit and retain qualified employees

Fascinating Billionaire Women of the World

According to *Forbes*, in 2008 there are 99 female billionaires, 16 more than last year, which is nearly 9% of the world's 1,125 billionaires.

While these women enjoy luxuries most of us will never experience, it is somewhat comforting to know that many of these remarkably wealthy women have tremendously successful careers, developed highly-regarded philanthropic endeavors and have built their financial empires themselves with unstoppable ambition. Others have inherited their fortunes, often building onto what they were given.

Of the 12 *Forbes* selected to mention, 10 are self made, having built their vast fortunes themselves. Of those, we've picked six to briefly highlight. Click [here](#) to read the full story.

Of course we are all familiar with **Oprah Winfrey**, daytime television icon and media mogul. She rose from humble beginnings in rural Mississippi to a powerful force amassing a fortune along the way.

Meg Whitman, the former president and Chief Executive Officer of eBay, built the popularity and traffic of the auction site and oversaw it through a decade of digital booms and busts. She is now one of the most influential women in Silicon Valley.

Billionaire **J.K. Rowling**, at one time a single mother on welfare, rose to fame and fortune by penning the dearly-loved *Harry Potter* series. Her books, read around the world, have made her one of the most successful authors of all time.

Only 43 years old, Chinese property developer **Zhang Xin** runs SOHO China with her husband and power couple counterpart Pan Shiyi. She is one of a growing number of women entrepreneurs revolutionizing China's business culture.

Two Spanish sisters, who inherited their fortune, chose to remain active in the business. **Alicia** and **Esther Koplowitz** took over their late father's multi-million dollar construction business back in 1989. Today, Esther heads the family's \$13 billion (sales) construction group while Alicia is setting up Spain's first hedge fund.

Check Out Our Website and Blog



Our new [MarketingToWomen Blog](#) is up and running! We invite you to read it, comment on it and be an interactive partner in our efforts to enhance companies marketing and selling to women, as well as helping them recruit, retain and promote women within their organizations.



On [our website \(www.AdvisoryLink-dfw.com\)](#) you will find information on our [ExecULink groups](#), [Women's Advisory Board programs](#), numerous [facts on women](#) resources, and a lot more.



When you visit our website, check out the *Marketing to Women* or *Employing Women* brief quizzes on the home page, as well as the *Facts about Women* section.

KUDOS

Linda Glauben, VP of Sales for Mentis Group, received the prestigious Volunteer of the Year award from the North Dallas Chamber of Commerce.

Dorcie Farkash, owner of T W Design, on the completion of their new website www.twdesign.com

The San Francisco Bay Area Agency, a local office of MassMutual Financial Group, announced that **Tony Delumen**, a four-year agent, has earned the title of Top Premium Producer over all 4400 MassMutual Life Insurance Company agents nationally.

Elysia Ragusa, President Corporate Services East, The Staubach Co., was named number one in women in commercial real estate by *D Magazine*.

Lisa Pierce was nominated for Small Business Owner of the Year by the Greater Springfield Chamber.

Rong Shen, Diana Scheel and Leslie Davies were recipients of MassMutual Financial Groups 2007's Freshman Five recognition, which each year is given to the top five new agents from across the country who excelled in production while being role models in their agencies.

Miriam Muley's on the completion of her book, *The 85% Niche: The Power of Women of All Colors*

Rebecca Boenigk, Chairman and CEO of Neutral Posture, Inc., is the first woman to hold the prestigious position of President of the Business and Institutional Furniture Manufacturer's Association (BIFMA).



Christy L. Shaffer, Ph.D.
President & CEO
Inspire Pharmaceuticals



Ping Fu
Chairman, President & CEO
Geomagic



Peggy Fleming
U.S. Olympic Figure Skating
Gold Medalist

Christy Shaffer, Ping Fu and Peggy Fleming were recipients of the Charles & Colvard's "Women of Brilliant Achievement"™ award, which honors women who have realized outstanding achievements, positively influenced their communities and empowered a generation along the way.

In each newsletter I want to congratulate a few people for their outstanding achievements or special recognitions they have received. If you have been honored, published or have another item of interest, please let me know so I can share it with others.

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