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**BOSTON  
BUSINESS JOURNAL**

2026

**BOSTONCMO  
ORBIE®  
AWARDS**

The inaugural BostonCMO ORBIE® Awards honors chief marketing officers who have demonstrated excellence in marketing leadership. Winners in the Super Global, Global, Large Enterprise, Enterprise & Corporate categories will be announced June 18 at Westin Copley Place.



**FROM THE  
GEORGIACMO CHAIR**

The Power of Peer Relationships



**LEADERSHIP AWARD  
RECIPIENT & KEYNOTE**

BostonCMO ORBIE Leadership Award recipient: Gayle O'Connell, Executive Vice President, Chief Marketing Officer, Arbella Insurance Group

# CONGRATULATIONS 2026 BOSTONCMO ORBIE NOMINEES

**STEPHANIE AGRIMANAKIS  
SHERMAN**  
DraftKings Inc.

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Dell Technologies

**JEREMIE AUDRAN**  
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**TAM BENJAMIN**  
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**MARK BOHEN**  
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**JOHN BROCKELMAN**  
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**ERIN CONDON**  
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**BETH DAVIDSON**  
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**KELLY ESTEN**  
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**REBECCA EYRE**  
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**NICOLE FEDERICO**  
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**JENNIFER FERRON**  
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**SUSAN HAGER**  
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**LINDSAY HANSON**  
John Hancock

**SARAH HODGES**  
UKG

**MATIAS INFANTE**  
Crocs Inc.,  
Hey Dude Brand

**BRIAN KENNY**  
Harvard Business School

**MJ KIM**  
Tufts University

**CAITLIN KOBELSKI**  
TJX Companies

**SUMMER LATIF**  
Blue Cross Blue Shield of  
Massachusetts

**JENNA LABEL**  
Liberty Mutual Insurance

**GARY LEVANTE**  
Beacon Bank

**JENNIFER LUISA**  
The Hanover Insurance  
Group

**ROB LYNCH**  
Fresenius Medical Care

**LESYA LYSYJ**  
The Boston Beer  
Company

**KLEONA MACK**  
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**KRISTINA O'CONNELL**  
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Amica Mutual Insurance  
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## The Power of Peer Relationships

Even the strongest executives need a community for advice and trusted partnerships. When chief marketing officers face challenges alongside trusted peers, isolation transforms into clarity and confidence. The answer is in the room.

As a proud founding member and Chair of GeorgiaCMO, I've experienced the value this community creates for marketing executives, and I'm excited to support the inaugural BostonCMO ORBIE Awards. BostonCMO brings together top CMOs from New England's leading brands to build meaningful relationships, share what's working, and create real business value. While industries and organization sizes may differ, the challenges of leadership—and the power of connection—are universal.

The Inspire Leadership Network connects

CMOs with over 2,000 C-suite executives across more than 50 chapters, spanning public, private, and nonprofit organizations across North America. Beyond CMOs, Inspire also provides communities for chief information officers (CIOs) and chief information security officers (CISOs).

For more than 25 years, the ORBIE Awards have honored C-suite executives for leadership, innovation, and excellence. In 2026, the CMO of the Year ORBIE Awards will recognize outstanding marketing executives across the U.S. I encourage you to attend the 2026 Boston ORBIE Awards to honor and support these outstanding CMOs.

Congratulations to all nominees and finalists on their achievements. Special thanks to the awards partners and staff whose support makes the BostonCMO ORBIE Awards possible.



Sincerely,

A handwritten signature in blue ink that reads "Ron McMurtrie".

**Ron McMurtrie**  
2026 Chair, GeorgiaCMO

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# Gayle O'Connell

Executive Vice President, Chief Marketing Officer  
Arbella Insurance Group

## BostonCMO ORBIE Leadership Award Recipient & Keynote

Gayle O'Connell joined the Arbella Insurance Group in 2004 as vice president of human resources. Prior to joining Arbella, she held executive roles in human resources with Putnam Investments and Sheraton Hotels. During her tenure with Arbella, O'Connell built a world class human resources organization, which helped Arbella earn recognition as a Boston Business Journal Best Places to Work for an unprecedented 18 consecutive years.

In 2007, O'Connell's role expanded to executive vice president and chief marketing officer when she was instrumental in leading the company's rebranding initiative. A forward-thinking marketing executive, O'Connell drives

A forward-thinking marketing executive, O'Connell drives Arbella's integrated marketing, communications, media and public relations strategies, driving engagement with agents, customers, consumers, and employees.

Arbella's integrated marketing, communications, media and public relations strategies, driving engagement with agents, customers, consumers, and employees. As a brand influencer for Arbella, O'Connell and her team create content and campaigns across social and digital platforms, outdoor advertising, TV, radio, and sports partnerships, strengthening Arbella's brand presence and reinforcing its people-first culture. To further integrate Arbella's brand, O'Connell also oversees Arbella's agent-facing marketing organization and has played a key role in establishing Arbella as a recognized and trusted brand in the marketplace.

In 2020, O'Connell, alongside Arbella's former CEO, John

Donohue, launched Arbella's diversity and inclusion (DE&I) initiative. The effort introduced enterprise-wide training and educational programs for all employees, established a diversity council, a company-wide blog, and DEI newsletter. Since its launch, Arbella's diverse employee population has grown significantly, and employee surveys continue to reflect a strong sense of belonging at Arbella.

O'Connell's leadership extends beyond Arbella. In 2023, she joined the board of Special Olympics, Massachusetts (SOMA). She also serves on the board of trustees at the Boston Insurance Library Association in Boston.

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# SUPER GLOBAL FINALISTS

OVER \$5.5 BILLION IN ANNUAL REVENUE AND  
MULTI-NATIONAL OPERATIONS



## Tam Benjamin

SVP, Senior Director of  
Marketing,  
Bank of America



Tam Ngo is Senior Vice President and Senior Marketing Director at Bank of America. With over twenty years of marketing experience across healthcare and financial services, Tam is a lifelong marketing geek. Her expertise is helping brands connect with and build relationships with prospective clients. Tam holds a Bachelor of Business from the University of Notre Dame and an MBA from the Tuck School of Business at Dartmouth College.

**SUCCESS STORY:** I changed the way we approach marketing to clients. Historically, we looked at our entire class of business owners. But engaging with business owners made realize this was a big gap. Different segments, like women business owners, face unique challenges and have distinct needs. I developed a segmented marketing approach that recognize these differences. I built the strategy, socialized the vision, and executed to help us better engage with growing segments. This philosophy changed not only our campaigns but our brand and how we connect with our clients not as business owners but as people.



## Tracy Dearing

CMO,  
GE Vernova, Grid Software



Tracy Dearing is the Chief Marketing Officer of GE Vernova's Grid Software business, where she has led global marketing through transformative growth — defining the grid orchestration category, launching the GridOS® brand, and navigating GE Vernova's emergence as a standalone public company. Thriving at the intersection of disruption and purpose, she has helped large enterprises deliver transformational technology across cloud, 5G, and the energy transition — building high-impact teams and delivering measurable revenue growth.

**SUCCESS STORY:** The energy transition is disrupting utilities — the traditional model of grid management is no longer enough. I led the definition and launch of the grid orchestration category, giving utilities a new strategic lens and path forward to an intelligent grid. At its heart is GridOS®, our enterprise AI platform and software applications built to accelerate the energy transition. This market-shaping strategy helped deliver double-digit annual revenue growth, a 33% marketing contribution to active pipeline, 31% higher revenue per marketing employee, and a 43% increase in team engagement — evidence of a team united by the mission of accelerating the energy transition.



## Lindsay Hanson

CMO & Head of Health and  
Wellness Solutions,  
John Hancock



Lindsay Hanson is Chief Marketing Officer & Head of Health & Wellness Solutions, John Hancock. She leads marketing strategy and execution, driving growth and advancing a modern approach to life insurance that rewards healthy living. Lindsay oversees initiatives like the John Hancock Vitality program, the first-of-its-kind Longevity Preparedness Index and the recently launched Leaders in Longevity docuseries. She has built a robust partnership ecosystem to amplify John Hancock's mission of helping people live longer, healthier, better lives.

**SUCCESS STORY:** For 10+ years, I've helped lead the transformation of a brand traditionally about death to one championing a life well lived, including through our industry-leading John Hancock Vitality Program, which incentivizes and rewards life insurance customers for taking small, everyday steps toward better long-term health. My work has focused on expanding strategic partnerships with leading health & tech companies, as well as supporting our parent company Manulife in scaling these efforts globally to advance our behavioral insurance campaigns, events, and more. John Hancock was proud to be the only life insurer named to Fortune's Change the World List 2025.



## Rob Lynch

VP, Digital Strategy &  
Operations,  
Fresenius Medical Care



Rob Lynch is Vice President of Digital Strategy & Operations at Fresenius Medical Care, where he leads global marketing operations, analytics, and digital transformation initiatives. A seasoned healthcare marketing executive, Rob focuses on building scalable platforms, advancing data-driven decision-making, and enabling high-performing teams to deliver measurable business impact across a complex, global organization.

**SUCCESS STORY:** Rob Lynch led one of Fresenius Medical Care's most complex digital transformations by unifying a fragmented global web ecosystem into a single, scalable platform. What began as a technology consolidation became a business-driven program that strengthened brand consistency, improved governance, reduced operating costs, and enabled data-driven marketing at global scale. By aligning Communications, Technology, and regional teams—and shifting ownership from external vendors to internal teams—Rob established a sustainable operating model that positioned digital marketing as a true enterprise capability supporting growth, efficiency, and reputation.

# GLOBAL FINALISTS

OVER \$3 BILLION IN ANNUAL REVENUE  
AND MULTI-NATIONAL OPERATIONS



**Sarah Hodges**

CMO,  
UKG



Sarah Hodges is Chief Marketing Officer at UKG, leading global brand, product and industry marketing, demand generation, field marketing, digital experiences, customer advocacy, and business development. With more than 20 years of experience, she brings a customer-centric, entrepreneurial approach to driving growth and transformation, with deep expertise in frontline worker markets. Prior to UKG, she served as CMO at Procore and held senior leadership roles at Autodesk.

**SUCCESS STORY:** Sarah Hodges is Chief Marketing Officer at UKG, where she leads a global marketing organization supporting 80,000 customers across 150 countries. Since joining in 2025, she transformed marketing into a unified, end-to-end growth engine with clear accountability for pipeline, ARR, and customer lifecycle impact. Hodges modernized the operating model around customer journeys, global Centers of Excellence, and shared measurement. She expanded marketing's scope to include investment governance, operating design, and talent strategy, aligning people, budget, and priorities directly to UKG's growth strategy and positioning UKG as a global, platform-led, customer-centric company.



**Matias Infante**

GVP, Head of Marketing,  
Crocs Inc., Hey Dude  
Brand



Matias Infante is a global marketing executive with 20+ years of experience leading brands including Coca-Cola, PUMA, Crocs, and HEY DUDE. Currently Group Vice President and Head of Marketing at Hey Dude, he specializes in integrated marketing, consumer insights, partnerships, media, retail, licensing, and strategic collaborations. He holds an MBA from Universidad Católica de Chile and executive education from Columbia and IMD, and is active in mentorship, teaching, and university speaking across global consumer markets.

**SUCCESS STORY:** Matias Infante is a global marketing executive with 20+ years of experience leading brands including Coca-Cola, PUMA, Crocs, and HEY DUDE. Currently Group Vice President and Head of Marketing at Hey Dude, he specializes in integrated marketing, consumer insights, partnerships, media, retail, licensing, and strategic collaborations. He holds an MBA from Universidad Católica de Chile and executive education from Columbia and IMD, and is active in mentorship, teaching, and university speaking across global consumer markets.



**Jim Mollica**

President, Luxury  
Consumer Audio & CMO,  
Bose Corporation



Jim Mollica is President, Luxury Consumer Audio and Chief Marketing Officer at Bose Corporation. He leads the strategic direction and profitability of McIntosh and Sonus faber and oversees Bose's global marketing organization across brand strategy, media, creative, insights, public relations, and customer experience. As Bose's first CMO, he drives audience engagement and long-term growth. Previously, Jim held senior leadership roles at Under Armour, Viacom/MTV, The Walt Disney Company, Ralph Lauren, and Nissan.

**SUCCESS STORY:** I'm most proud of strengthening Bose's cultural relevance while making our marketing more accountable. We consistently and authentically show up in cultural moments through content, experiences and collaborations where music is at the core, connecting with people who truly love music and care deeply about sound. I also pushed our team to rigorously test our performance media and understand its true impact. That work uncovered meaningful non-incremental spend and allowed us to reinvest millions into brand experiences. Most importantly, we aligned the team around profitability, not revenue, as the clearest measure of marketing impact.



**Michelle Stern**

EVP, Growth Marketing,  
Acrisure



Michelle Stern is a dynamic full-funnel marketing leader with experience across D2C and B2B. She has a proven track record building and scaling high-performing teams across paid media, digital experience, email, analytics, and creative to drive brand awareness and growth. Michelle has led enterprise marketing functions from the ground up, supported rapid business growth, and built best-in-class client and professional services teams in agencies and technology companies.

**SUCCESS STORY:** Under my leadership, marketing evolved from a fragmented, agency-dependent function into a high-performing, in-house growth engine. By bringing core capabilities in-house, we improved speed, accountability, and overall effectiveness. I built the organization from the ground up, developing leaders across key marketing disciplines and fostering a culture of collaboration and ownership. These efforts significantly strengthened brand awareness and relevance, improved digital engagement, and elevated how the company shows up in the market. Through integrated, multi-channel storytelling and a modernized digital experience, marketing became a trusted strategic partner supporting sustained growth in a highly competitive category.

# LARGE ENTERPRISE FINALISTS OVER \$3 BILLION IN ANNUAL REVENUE



## Mark Bohan

Chief Marketing & Communications Officer,  
Mass General Brigham



Mark Bohan is Chief Marketing and Communications Officer for Mass General Brigham, a world-renowned academic healthcare system in Boston. Mark brings classical marketing principles, science and discipline to marketing and communications functions, including brand management, data analytics, market research and insights, digital and performance marketing, and internal and external communications. Mark's held senior marketing roles at Beaumont Health, Assurant and Nabisco. Mark earned his BA in Marketing from Syracuse University and MBA from Duke University.

**SUCCESS STORY:** As part of Mass General Brigham's strategy to create an integrated academic health with patients at the center, we brought together disparate marketing and communications teams into one enterprise-wide department, supporting the creation and rollout of the new Mass General Brigham brand. We transformed from a generalist model to a specialist model, built on customer insights, data and analytics, and research. This transformation has contributed to strong brand equity in the US and selected countries around the world, an enhanced reputation with key stakeholders for research and innovation, economic impact and community health investment, and profitable growth /high return on investment in high priority clinical businesses.



## Jillian Nelson

CMO,  
Dunkin'



Tory Pachis is Chief Marketing & Growth Officer at Amica Insurance. With nearly 27 years of insurance industry experience, he leads brand, media, product development, and digital experience. Since joining Amica in 2020, he has led a brand renaissance, including a refreshed identity, partnerships with the Boston Celtics, Jayson Tatum, Mel Robbins, and naming rights to Amica Mutual Pavilion. He and his wife Stacy have four children, and he serves on the board of Foster Forward.

**SUCCESS STORY:** Amica's Marketing and Communications team transformed a 119 year-old insurer for its next era while honoring its legacy. The team launched a national brand platform centered on empathy, transforming the company into a purpose-led brand in a commoditized category. To reach more diverse audiences, they expanded beyond traditional marketing through partnerships with the Boston Celtics, Jayson Tatum, Mel Robbins, Penn State and community initiatives across New England. The team also introduced emotionally driven campaigns that connected purpose with performance. Together, these efforts challenged industry norms, strengthened brand relevance, and demonstrated that human-centered storytelling can support sustainable growth.



## Tory Pachis

EVP & CMO,  
Amica Insurance





## John Brockelman

CMO,  
State Street Investment  
Management



John Brockelman is Chief Marketing Officer for State Street Investment Management, the fourth largest asset manager in the world. He is responsible for all aspects of marketing, including data and analytics, field and product marketing, brand and advertising, investment content, digital, communications, and social media. He has 25 years of marketing, brand and communications experience in financial services and earlier in his career he served as a senior advisor to two governors in Massachusetts.

**SUCCESS STORY:** State Street Investment Management was long known as a B2B firm providing solutions to institutions and advisors. Starting in 2024, marketing helped unlock a new growth engine: retail investors. We reimagined our brand with new positioning, a name change, and a bold visual identity. Launch efforts included an emotional campaign with the tagline “Getting there starts here” to inspire individuals to take action, a multi-year WNBA sponsorship, a Times Square takeover, and data-driven media targeting. The result: sales outperformed expectations and brand awareness rose. The effort required teamwork across every facet of marketing and has energized employees around the world.



## Mariana Cogan

CMO,  
Hexagon Manufacturing  
Intelligence



Mariana Cogan is Chief Marketing Officer at Hexagon Manufacturing Intelligence, leading global marketing for a ~\$1B business. She is known for driving marketing as a growth engine, leveraging AI and data to accelerate pipeline, market share, and profitability. Previously at PTC, she led digital transformation initiatives that earned Forrester Program of the Year. Born in Mexico and educated in Japan, she serves on the Board of Boys & Girls Clubs of Boston and is a strong advocate for developing diverse leadership.

**SUCCESS STORY:** In many technology companies, where revenue is ultimately closed by sales, marketing is still viewed as a cost center focused on events and swag. I was brought into Hexagon to transform it into a true commercial engine. By aligning marketing tightly with sales, product, and business strategy, we increased pipeline impact, accelerated deal cycles, strengthened market position, and supported pricing power. This evolution was fueled by an AI-first operating model and a high-performance culture built around speed, accountability, and innovation. Today, marketing is viewed not as a support function, but as a strategic business partner with direct impact on revenue and profitability.



## Beth Davidson

CMO,  
Agero



Beth Davidson is Chief Marketing Officer at Agero, leading client, consumer, and service provider engagement across the automotive and insurance ecosystem. She has helped transform Agero from a legacy roadside provider into an AI-powered technology platform serving the world’s leading brands. Previously a Partner at Monitor Group, Beth advised Fortune 100 companies on growth strategy. An MIT graduate and LPGA Amateurs competitor, she champions women’s leadership and high-performance team cultures.

**SUCCESS STORY:** Under my leadership, we have transformed Agero from a legacy roadside provider into an AI-powered technology platform operating behind 120+ leading auto and insurance brands. We elevated our role from silent white-label partner to industry pioneer while improving service provider NPS by 59 points and strengthening the frontline network serving 30,000 daily events. We expanded our audience beyond corporate buyers to agents, dealers, repair facilities, and 911 call centers—reshaping our value narrative around retention, lifetime value, and experience differentiation. Marketing now drives growth, operational efficiency, and enterprise transformation across a billion-dollar ecosystem.



## Brian Kenny

Chief Marketing &  
Communications Officer,  
Harvard Business School



Brian Kenny is the Chief Marketing and Communications Officer (CMCO) at Harvard Business School. As the School’s first CMCO, Brian has oversight of the brand globally, leading the planning and implementation of HBS’s branding, marketing, communications and public relations efforts around the world. Working with the Dean’s executive team and HBS faculty, Brian oversees the alignment of marketing and PR activities across the enterprise including MBA, Executive Education, External Relations, Online, and HBS Publishing.

**SUCCESS STORY:** Since 2008, I’ve led the evolution of marketing at Harvard Business School, aligning it with the school’s growth and global impact. We built a decentralized model with strong central brand stewardship, refreshed the brand multiple times, all while launching a stream of new offerings to expand our reach. We’ve grown to 4M+ social followers, developed deep digital analytics expertise, established a global PR network, implemented enterprise CRM and CMS platforms, and launched podcasts reaching 2M+ annual downloads. Marketing also played a key role in a record-breaking \$4B fundraising campaign while strengthening enterprise alignment and crisis communications expertise.

# CORPORATE FINALISTS

UP TO \$1 BILLION IN ANNUAL REVENUE



## Jacqueline Clancy

VP, Strategic Marketing & CMO,  
Emerson Health



Jacqueline (Jackie) Clancy is Vice President of Strategic Marketing and Chief Marketing Officer at Emerson Health, where she leads enterprise strategy across brand, digital, and communications. She transformed the function into a strategic, data-driven engine for growth, advancing access and strengthening market position. A trusted partner to executive leadership, Jackie plays a key role in shaping strategy and elevating Emerson's reputation as a leading independent health system.

**SUCCESS STORY:** My greatest accomplishment has been transforming Marketing, Communications, and Public Relations at Emerson Health from a traditional, service-based function into a strategic, digitally driven engine for growth. I led this evolution by restructuring the team, clarifying accountability, and advancing our digital capabilities. I also led a systemwide rebrand and the launch of a new website that elevated our brand and improved the patient experience. Despite a lean structure, the team delivers enterprise-level impact—accelerating service line growth and strengthening philanthropic engagement. Today, marketing operates as a core strategic partner, influencing organizational direction, expanding access, and



## Coleen Greco

CMO,  
Blue Mantis



Coleen Greco is a culture creator. She elevates her teams she manages to their highest potential with a high energy, supportive and positive approach. She sets high expectations and together with her teams deliver record-breaking results. Her teams win awards for their values, creativity and commitment to excellence. As a senior marketing executive, she an expert at turning demand generation motions into powerful engines for revenue, reach, and brand credibility.

**SUCCESS STORY:** I have the support, confidence and trust of every single teammate at Blue Mantis to run this organization the best way I know how and that is a testament to the level of transparency, collaboration and humility I bring to the role. I have the support to take risks, try new things, and do so in a way that is fun, engaging and effective. I love every single thing about my job and pour my heart and soul into it. Best of all, I am rewarded, recognized and appreciated for it.



## Gary Levante

CMO,  
Beacon Bank



Gary R. Levante is Chief Marketing Officer for Beacon Financial Corporation and Beacon Bank. Mr. Levante joined the Company in 2025 following the merger of Berkshire Hills Bancorp, Inc. and Brookline Bancorp to create Beacon Financial Corporation. From 2010 through 2025, Mr. Levante held a variety of leadership roles with Berkshire Bank most recently serving as its Chief Communication & Sustainability Officer. Mr. Levante holds a B.A. from St. Michael's College in Vermont.

**SUCCESS STORY:** Under Levante's leadership, Beacon Bank was formed, a new brand for a top 100 U.S. bank, delivering a transformative milestone for the organization. The initiative included the development of a comprehensive brand strategy, visual identity, messaging framework, and enterprise-wide rollout across all channels and client touchpoints. The team led cross-functional coordination with internal and external stakeholders to ensure a seamless transition and consistent experience. The new brand strengthened market positioning, unified internal and external communications, and elevated brand recognition. This achievement demonstrated the team's strategic vision, operational excellence, and ability to execute a



## Lisa Rodericks

SVP & CMO,  
Cambridge Savings Bank



As the Chief Marketing Officer at Cambridge Savings Bank (CSB), Lisa oversees the marketing, advertising, communications, customer insights, and segmentation strategies for the bank. She also proudly serves as the Executive Sponsor of the Professional Women's Group at CSB. Lisa is deeply committed to making a broader impact in the community through serving on the Board of Directors at Bridges Homeward, an organization that supports and advocates for at risk children and families.

**SUCCESS STORY:** Transforming marketing from a pure support function into a strategic revenue driver -- delivering more impact, more influence, and more leadership opportunities for the team. Supplementing core marketing functions with customer insights, market research, and segmentation capabilities allows us to create relevancy with each customer touch. Restructuring the team to align with our core business lines, transforms marketing into a true growth engine, and expanding communications and public relations so both internal and external stakeholders clearly understand our brand promise. Building collaborative media partnerships so that brand awareness and campaign effectiveness remain strong by stretching every dollar and amplify our reach.

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# Leadership worth celebrating



## Congratulations to **Tory Pachis**

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**FOUNDING MEMBER**

**Mark Bohan**

*Mass General Brigham*



**FOUNDING MEMBER**

**Beth Davidson**

*Agero*



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**Tory Pachis**

*Amica Insurance*

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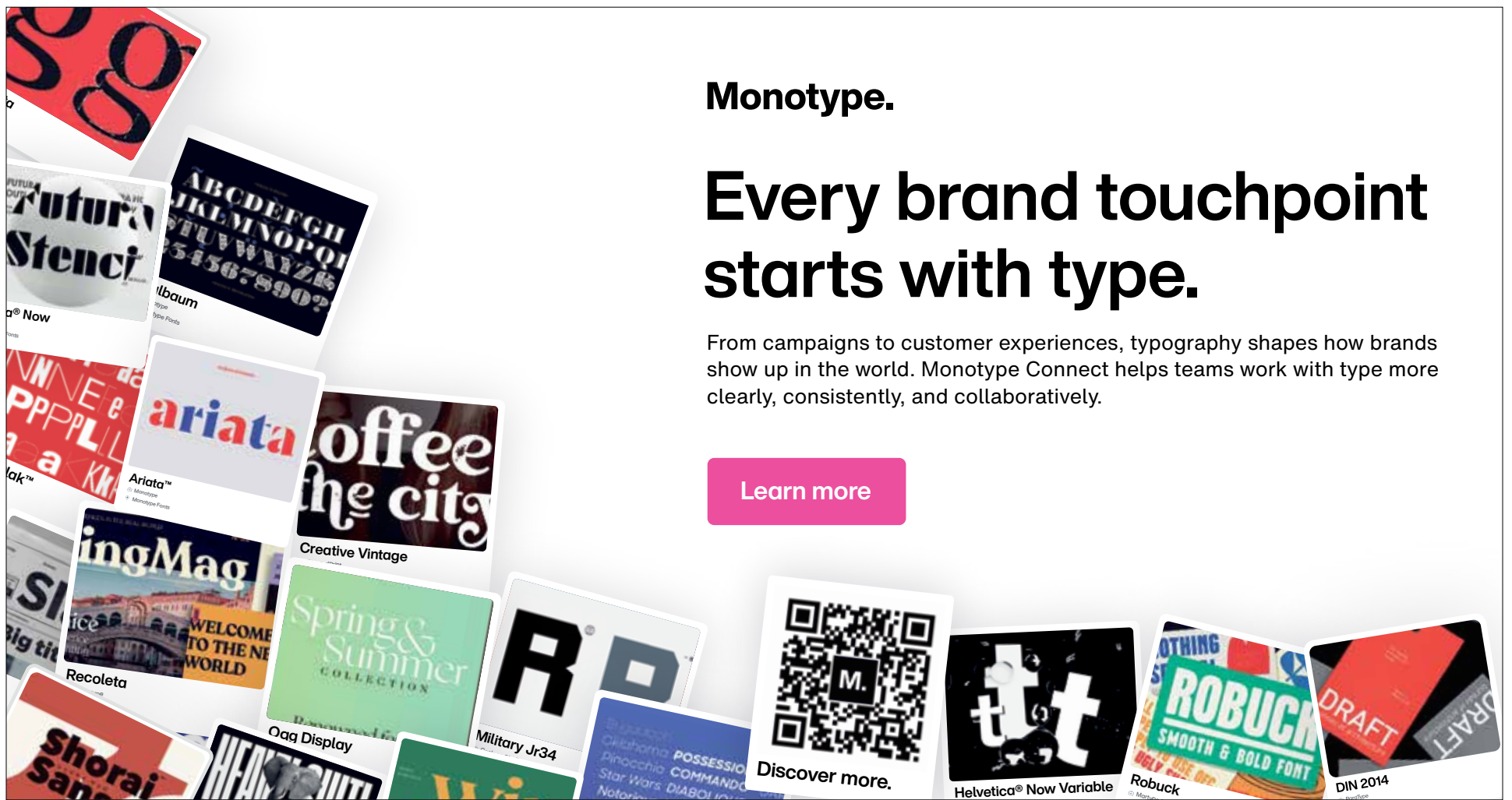
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# Building **tomorrow** together.

*Congratulations, **Gary Levante**, Chief Marketing Officer at Beacon Bank on being a finalist for The ORBIE Award for Excellence.*



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# CONGRATULATIONS, LISA RODERICKS!

Cambridge Savings Bank is honored to congratulate Lisa Rodericks, a finalist for the 2026 Boston CMO ORBIE® Awards.

Lisa's bold vision, authentic voice, and unwavering commitment to purpose-driven work have elevated the brand story of a nearly 200-year-old institution—ensuring Cambridge Savings Bank is not just known, but genuinely connected to the customers and communities we are proud to serve. CSB is honored to celebrate you and all that you continue to bring to our organization!

Scan to connect with  
**Lisa Rodericks** →  
SVP, Chief Marketing Officer  
at Cambridge Savings Bank



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## *Congratulations* to the 2026 Boston CMO ORBIE Awards finalists

John Hancock is proud to celebrate the marketing leaders who are setting the standard for impact, innovation, and growth across Boston.

A special congratulations to **Lindsay Hanson** for advancing our mission to help individuals, families, and communities live longer, healthier, *better* lives.®



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