

WASHINGTON
BUSINESS JOURNAL

2026

CAPITALCMO
ORBIE®
AWARDS

The inaugural CapitalCMO ORBIE® Awards honors chief marketing officers who have demonstrated excellence in marketing leadership. Winners in the Global, Large Enterprise, Enterprise, Large Corporate & Corporate categories will be announced July 24 at Hyatt Regency - Tysons Corner.



**FROM THE
GEORGIACMO CHAIR**

The Power of Peer Relationships
PG 3

CONGRATULATIONS 2026 CAPITALCMO ORBIE NOMINEES

NOHA ABDALLA Choice Hotels International	MATTHEW CLARK University of Maryland Medical System	TABATA GOMEZ McCormick & Company	CHRISTINE LANDI Atlantic Union Bank	ANTHONY PAPPAS DXC Technology	LESLIE SCHRADER Children's National Hospital
SUSAN BALDING CGI	RICHARD CLEMENTS Systems Planning & Analysis	SARA GUTHRIE Clark Construction Group	SARAH LANE CarMax	DANIELA PAVLIC AstraZeneca	TRACEY SCHROEDER Inova
TINA BEATY SHRM	KEITH COLBOURN Total Wine & More	ELIOT HAMLISCH Amtrak	KATHARINE LAZARUS EagleBanks	PAM PILIGIAN Navy Federal Credit Union	LYDIA SERMONS Howard University
CYNTHIA BELLEFEUILLE STANTON Rapid7	STACEY CORCORAN Georgetown University	BROOKE HART Hill	MELTON LITTLEPAGE iPassword	BRIAN POVINELLI Planet Fitness	BOB SNYDER Modern Technology Solutions, Inc.
SHEILA BLACKWELL ManTech International	REGINE DE LA CRUZ M.C. Dean, Inc.	ALAN HART Deloitte	MANU LIZZIO-HASHIME Montgomery County Economic Development Corporation	MARNI PUENTE SAIC	ART SWIFT DC Department of Insurance, Securities and Banking
MATTHEW BLOCHER CoStar Group	BRIAN DEFFAA RWJBarnabas Health	RICHARD HONIBALL Navy Exchange Service Command	HUNTER LOCHMANN Monumental Sports	PAUL ROEHRIG Ascendion	MARK WEINSTEIN Hilton
COURTNEY BRINKMAN TransUnion	BRAD DOWNS Baltimore Ravens	JENN ILECKI Humana	MACK MCGEE CareFirst BlueCross BlueShield	CHERIE ROSENBLUM CNA	KATHLEEN WILKS Long & Foster Companies
SAMANTHA CARTER U.S. House of Representatives	ZEENA FANGMAN HITT Contracting Inc	JOY JARRETT Guidehouse	STEVEN MONTEITH United States Postal Service	LUCY RYAN Northrop Grumman	MOLLY WILLIAMS CrossCountry Consulting
MOLLY CATALANO Five Guys Burgers & Fries	RAYNA FARRELL Bechtel Corporation	COSTIN JORDACHE Adventist HealthCare	OLIVER NUTT General Dynamics Information Technology	ROELA SANTOS Amentum	ELIZABETH WOLF Northwestern Mutual
KELLY CHMIELEWSKI National Forest Foundation	JENN GARBACH PNC Bank	KATHERINE KIRK-DANTZLER City of Rockville, MD	JAIME ORLANDO Mission Technologies	APARNA SARIN Capital One	RACHAEL ZALUZEC Volkswagen of America
KARA CHRIST CCS Fundraising	MEG GOLDTHWAITE The Nature Conservancy	KEVIN KOWALSKI MedStar Health	NICK PANAYI Inovalon	LISA SCHLOSSBERG Coakley & Williams Construction	JOHN ZEIGLER Sinclair

AMERICA'S INVISIBLE ADVANTAGE

G D I T

AI | SOFTWARE DEVELOPMENT | CYBER

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 CapitalCMO ORBIE Awards. CapitalCMO brings together top CMOs from D.C.'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 Capital ORBIE Awards to honor and support these outstanding CMOs.

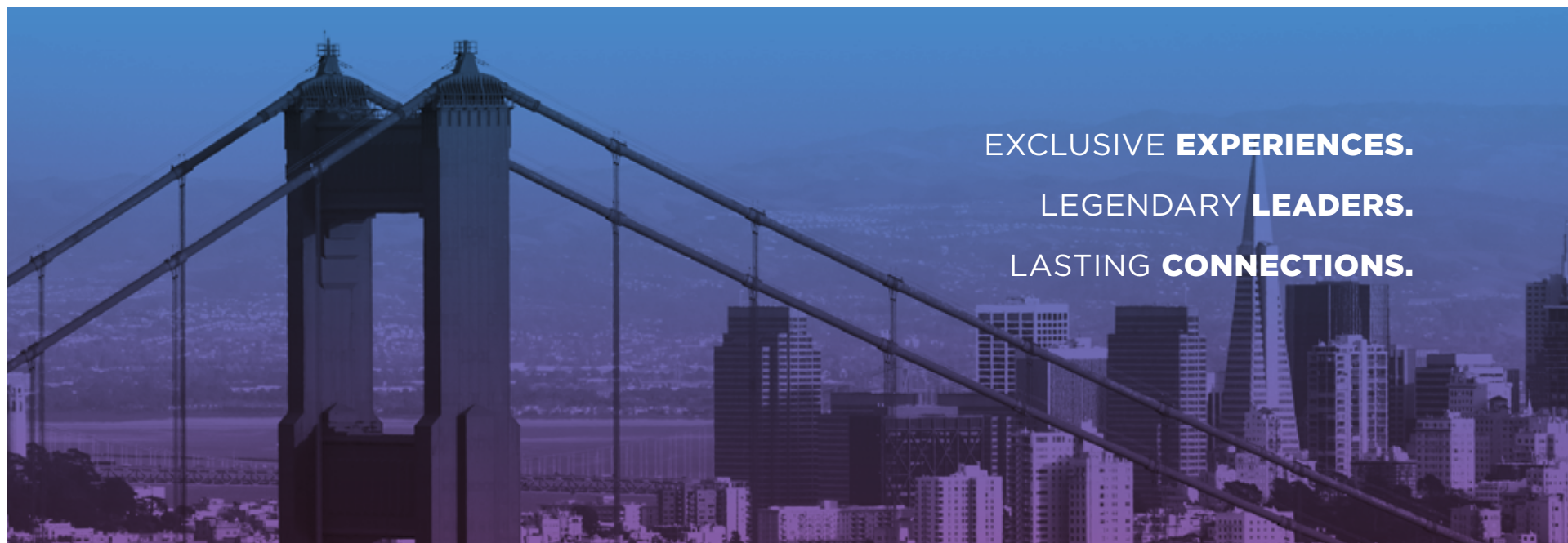
Congratulations to all nominees and finalists on their achievements. Special thanks to the awards partners and staff whose support makes the CapitalCMO ORBIE Awards possible.

Sincerely,



Ron McMurtrie

2026 Chair, GeorgiaCMO



EXCLUSIVE **EXPERIENCES.**

LEGENDARY **LEADERS.**

LASTING **CONNECTIONS.**



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GLOBAL FINALISTS

OVER \$2 BILLION ANNUAL REVENUE & MULTI-NATIONAL OPERATIONS



Rayna Farrell

Principal Vice President & Global Head of Corporate Affairs and Marketing, Bechtel Corporation



Rayna Farrell is Principal Vice President and Global Head of Corporate Affairs and Marketing at Bechtel, leading the company's integrated global communications and marketing function. She works closely with senior leadership to shape reputation, support growth, and align messaging across a 128-year-old global enterprise. Before joining Bechtel in 2022, Rayna spent nearly a decade at Business Roundtable, where she led CEO-level communications and major advocacy campaigns. She serves on the Board of the Bechtel Group Foundation.

SUCCESS STORY: Our Corporate Affairs and Marketing organization has strengthened a 128-year-old brand—building on Bechtel's legacy as the company that built the Hoover Dam while positioning it to lead the future of infrastructure. In my three years leading the team, we delivered Bechtel's first full enterprise rebrand, introducing a new logo and vision; redesigned our website; and launched an enterprise-wide newsletter recognized by Axios as best-in-class. At the same time, we unified 100+ communications professionals across six continents into a single global organization. I'm most proud of the connected, high-performing team we built and how we support colleagues and customers everyday.



Brooke Hart

EVP, Communications, HII



Brooke Hart is executive vice president of communications for HII, America's largest shipbuilder and all-domain defense technologies company. Since 2021 Hart has driven the global narrative around HII's growth. Prior to joining HII, Hart spent the bulk of her career as a DC-based national correspondent for NBC News. She went on to communications leadership roles in the non-profit, technology, and venture capital industries. Hart earned a B.A. from Stanford University and M.A. from Georgetown University.

SUCCESS STORY: When I started at HII in 2021, the company was underperforming. Its stock price was flat, retention was tough, and the brand was scarcely recognized or appreciated. Now, shareholder value is up 124% and our stock price is up 87%. Revenue is higher. Retention is better. We identify as America's Seapower Company, and there is momentum around shipbuilding. Stakeholders recognize HII's mission and why it matters. Brand coherence instills confidence; confidence moves markets. Communications doesn't build the ships. But we help the world understand why those ships -- and HII specifically -- are indispensable to American power. And the market notices.



Joy Jarrett

CMO, Guidehouse LLP



Joy Jarrett leads the integrated marketing and communications department at Guidehouse, a global professional services firm. She brings a proven record of driving enterprise level transformation across global brands, elevating market position, and accelerating growth through data driven strategy and bold, integrated storytelling. At Guidehouse, she has made marketing a strategic growth engine and is recognized for her people-focused leadership and commitment to community impact.

SUCCESS STORY: Under Joy's leadership, Guidehouse Marketing transformed into a strategic growth engine aligned to firm priorities. Her team built and activated a unified brand platform, modernized operations with AI-enabled tools, and strengthened alignment with leadership and sales. In 2025, Guidehouse's marketing campaigns contributed to influenced more than 25% of win revenue, while improving campaign speed by 30-40%. The team also expanded community impact through initiatives like its D.C. United collaboration and nonprofit partnerships. This work demonstrates how marketing can drive measurable growth while strengthening brand and culture.



Richard Honiball

EVP, Global Chief Merchandising & Marketing Officer, Navy Exchange Service Command



SUCCESS STORY: Our team advanced the cross-enterprise Anchored in Value campaign to strengthen value perception, reinforce the Navy Exchange mission, and deepen trust with patrons. The campaign delivered measurable gains in customer satisfaction and perceived savings while helping connect everyday value to the broader impact the Exchange has on military quality of life. Supporting this effort, we expanded Waves of Gratitude, a patron engagement program offering virtual and in-person experiences around the world, from holiday events and 5K races to homecomings, deployments, and community celebrations. Together, these initiatives strengthened emotional connection while supporting service members and their families worldwide.



Bold Vision. Creative Solutions. Powerful Impact.

Brian Deffaa

Chief Marketing Officer, RWJBarnabas Health

RWJBarnabas Health proudly congratulates Brian Deffaa, Chief Marketing Officer, on being named a **2026 CapitalCMO ORBIE Award Large Enterprise Finalist**, recognizing and celebrating his strategic leadership, innovative spirit and commitment to strengthening the connection between our health system and the communities we serve.

RWJBarnabas
HEALTH

LARGE ENTERPRISE FINALISTS

OVER \$7 BILLION
ANNUAL REVENUE



**Brian
Deffaa**

CMO,
RWJBarnabas Health



I have spent most of my career in large organizations across a wide array of industries; from retail (Target, BestBuy) and automotive (Ford) to banking (Capital One, Truist) and healthcare (LifeBridge Health, RWJBarnabas). Although largely unplanned, it provided me with exposure to a wide range of consumers and business models observing what each was good at - and were not. In each case, whether it was cultural, strategic or tactical, in was a fabulous learning ground.

SUCCESS STORY: We recently launched a recruitment campaign focused - not on smiling nurses with a clip board - but on nurses and physicians who were in the thick of it. Visually arresting images then punctuated by a CTA to remember why they got into medicine in the first place: “If not us - who?” Combined with a 2nd digital campaign running in parallel which challenged experienced nurses to “find what’s wrong with this picture?”, the campaign challenged caregivers with an implied “do you care enough?” While only in-market since early March, applications are up +18% YoY.



**Pam
Piligian**

CMO,
Navy Federal Credit Union



Pam is the Chief Marketing Officer (CMO) at Navy Federal Credit Union. As CMO, Pam leads all initiatives focused on brand and corporate narratives, digital and marketing trends, and the road ahead for both the credit union and its members. Pam is passionate about accurately capturing what the credit union stands for, going beyond building brand awareness to generating loyalty and trust, a true growth driver.

SUCCESS STORY: As a trusted, strategy focused leader who strives to be a force multiplier on ALL marketing efforts, contributing to enterprise growth. Develops strategy and delivers - accountable for metrics, delivery and optimizations. Driven to lead the team in brand reputation improvement, member acquisition and engagement and represent Navy Federal in the market place. FIRST CMO at our 92 year old company, management council and transformation committee member showing the merits of marketing as a strategic growth enabler.



**Jenn
Ilecki**

CMO,
Humana



Jenn Ilecki is CMO at Humana, leading enterprise marketing to drive sustainable growth and advance Humana’s brands through strategies that attract, engage, and retain customers. Previously, she served as MVP, Marketing at Capital One and VP, Marketing & Partnerships at Marriott. Jenn began her career at Meredith, where she created omnichannel marketing solutions for clients. Jenn holds a B.S.B.A. (cum laude) from Catholic University and was featured in WBJ’s 40Under40 and EventMarketer’s Top Women in Events.

SUCCESS STORY: I reshaped marketing at Humana by centering around the customer journey and raising our performance standards. I streamlined technology and data platforms, adopted AI tools, and strengthened measurement and test-and-learn to improve speed and ROI. I partnered across the enterprise to build a proprietary “next best action” capability so associates can deliver the right message to the right customer at the right time in the right channel. I also launched Humana’s first contextually relevant advertising campaign – leveraging our national pickleball sponsorship starring real Humana members – and featured simplified product messaging for seniors, all of which contributed to record growth.



**Oliver
Nutt**

CMO,
General Dynamics
Information Technology



Oliver Nutt is Chief Marketing Officer for General Dynamics Information Technology (GDIT), a \$9B global technology and professional services company with 26,000 employees. Serving as a strategic partner to executive leadership, he oversees marketing, brand strategy, public relations, and government relations. He led an award-winning brand strategy following General Dynamics landmark acquisition of CSRA — a strategy that has supported five consecutive years of revenue growth and established market leadership in AI, cybersecurity, and software development.

SUCCESS STORY: Under Oliver’s leadership, the GDIT marketing team executed an award-winning brand repositioning following General Dynamics’ \$9.7B acquisition of CSRA. The subsequent multi-year brand and marketing strategy reestablished GDIT as a forward-leaning technology company and employer of choice, supporting five consecutive years of revenue growth. Year-over-year, GDIT has demonstrated measurable growth in brand awareness and favorability, outpacing industry competitors and positioning the brand as a leader in core technology segments. By 2025, GDIT ranked as a top brand across AI, cybersecurity, and software development. His proudest achievement is building one of the most talented, high-performing marketing teams in the industry.



**Marni
Puente**

Chief Marketing &
Communications Officer,
SAIC



Marni Puente is Senior Vice President and Chief Marketing and Communications Officer at SAIC, where she leads enterprise-wide marketing and communications strategy across the defense, intelligence, civilian, and space markets. She is a growth-focused executive known for transforming Marketing and Communications into a strategic, AI-enabled organization that accelerates business development, strengthens competitive positioning, and advances enterprise transformation. Her leadership integrates customer insight, innovation, and communications to drive measurable business impact and market relevance.

SUCCESS STORY: Since joining SAIC in 2024, Marni Puente has been tasked with transforming the Marketing & Communications functions during periods of leadership transition, industry evolution, budget pressure, and rapid technological transformation. Under her leadership, M&C strengthened SAIC’s market relevance through the defining Mission Integration brand campaign that exceeded benchmarks and strengthened company relevance with customer decision-makers, expanded customer-centric marketing programs, and improved cross-functional alignment with business development and operations -- contributing to billions in marketing-influenced pipeline and awards. She established enterprise-leading AI initiatives that modernized workflows, accelerated innovation, and positioned M&C as a model for AI adoption and operational transformation across the company.

ENTERPRISE FINALISTS

OVER \$1 BILLION
ANNUAL REVENUE



Tracey Schroeder

Chief Communications and
External Affairs Officer,
Inova



Tracey Schroeder leads communications, marketing, and government affairs for Inova Health, a \$7 billion health system in Northern Virginia. Her scope is inclusive of brand, internal and external communications, and digital strategy. Tracey oversees a team of 70 individuals supporting Inova's reputation, driving growth and enabling access. Prior to joining Inova in 2021, Tracey served as Vice President, Global Consumer Public Relations at Marriott International leading public relations for Marriott's 30 brands and loyalty program.

SUCCESS STORY: My team unveiled a comprehensive rebrand in October 2023, a defining milestone in Inova's evolution from a collection of individual hospitals into a unified, integrated health system. The rebrand introduced a new logo, cohesive internal and external brand systems, and a refreshed employee value proposition. The launch was supported by a robust internal engagement campaign (inclusive of a new, rebranded and re-plat-formed intranet), experiential events, and a large-scale multimedia effort.



Eliot Hamlish

Chief Commercial Officer,
Amtrak



Eliot Hamlish is Amtrak's Executive Vice President and Chief Commercial Officer, leading customer experience, product, revenue, sales, loyalty, care, insights, marketing, service planning, real estate, and commercial strategy. He previously served as CMO of AMC Entertainment and held senior roles at Wyndham Hotels & Resorts, overseeing loyalty, revenue, sales, and partnerships. Earlier roles included leadership positions at Starwood, Deloitte, and American Express. He holds degrees from Harvard University and Harvard Business School.

SUCCESS STORY: Amtrak is experiencing historic growth and modernization, delivering back-to-back record years in ridership and revenue. In FY25, we carried 34.5 million customers and generated \$2.7 billion in adjusted ticket revenue, the highest in our history. Total operating revenue reached \$3.9 billion, reflecting strong nationwide momentum. We strengthened brand relevance with the national "Retrain Travel" campaign and continued elevating the customer experience through improved reliability, upgraded amenities, and expanded capacity. A major milestone was launching the NextGen Acela, which entered service in FY25 and attracted more than 60,000 riders in its first month, signaling strong demand for modern high-speed rail.



John Zeigler

CMO,
Sinclair



John "JZ" Zeigler is EVP and Chief Marketing Officer at Sinclair, Inc., overseeing brand strategy across its 177 broadcast stations, multicast networks, Tennis Channel and AMP Media. Since joining in 2020 as Sinclair's first CMO, he leads marketing and promotions organization-wide. Previously, he led marketing at YES Network, Z Living, WGN America, and Tribune. A 32x Emmy and 35x PROMAX winner, Zeigler also served in the U.S. Army National Guard, with commendations for meritorious service.

SUCCESS STORY: Sinclair's Why: Enriching Local Lives transformed our organization from a collection of media assets into a purpose-driven company aligned around community impact. It sharpened decision-making, strengthened employee engagement, improved audience trust, and created deeper alignment with advertisers and partners seeking authentic local connection. That clarity translated into measurable business outcomes, including stronger client retention, improved audience sentiment, and increased operational alignment across markets. It also reinforced Sinclair's role as a trusted local institution with regulators and community stakeholders. Most importantly, it gave our teams a shared mission beyond just revenue: serving communities in ways that genuinely improve people's daily lives.



Noha Abdalla

CMO,
Choice Hotels International



Noha Abdalla is Chief Marketing Officer of Choice Hotels International, where she leads global marketing, loyalty, and communications across a portfolio of 22 brands. Since joining the company in 2022, she has led enterprise brand transformation initiatives, modernized customer engagement and personalization strategies, and strengthened Choice Hotels' position as a modern full-spectrum hospitality leader. Abdalla serves as a Global Board Member of the Marketing and Media Alliance and is an active community and education volunteer.

SUCCESS STORY: Since joining Choice Hotels in 2022, Noha Abdalla has led a transformation of the company's marketing, loyalty, and communications functions, helping reposition Choice Hotels as a modern full-spectrum hospitality leader. Under her leadership, the company integrated the Radisson Hotels Americas brands, modernized its media and customer engagement strategy, relaunched the Choice Privileges loyalty program, and introduced high-impact national campaigns featuring Keegan-Michael Key. These efforts drove significant gains in brand perception, loyalty enrollments, customer engagement, and franchise growth while strengthening Choice Hotels' emotional connection with travelers through more personalized and culturally relevant experiences.



Christine Landi

CMO,
Atlantic Union Bank



With 30+ years in financial services and healthcare, I have expertise launching integrated campaigns, building brand awareness, driving business growth & loyalty and designing enhanced customer experiences. I thrive in analytically rigorous and rapidly changing environments and am a strong coach of high-performing talent. I've held leadership roles at Atlantic Union Bank (current), Cigna Healthcare, Capital One, Signet Bank. Outside work, I have two amazing daughters and love the beach, watching college football and traveling.

SUCCESS STORY: A 2025 milestone was Atlantic Union Bank's acquisition of Maryland-based Sandy Spring Bank. Under Christine's leadership, Marketing delivered a new brand campaign that generated awareness and trust, a personalized welcome experience, a highly visited microsite and rebranded branches. Her intentional focus on team culture resulted in high engagement and high quality. Christine led negotiations for AUB's Founding Partnership with the Richmond Flying Squirrels baseball franchise – a powerful brand builder in AUB's headquarter market and a testament to their commitment to local communities. Additional impacts included driving business growth and customer retention, delivering actionable research insights and influencing positive customer experiences.

LARGE CORPORATE FINALISTS

OVER \$300 MILLION
ANNUAL REVENUE



Kathleen Wilks

CMO,
Long & Foster Companies



As Chief Marketing Officer, I strengthen Long & Foster's East Coast brand, lead enterprise marketing, and equip agents with tools to grow. I drive performance by evaluating programs, measuring ROI, and streamlining communications. My background as a brokerage CMO and agency leader brings expertise in brand transformation, integrated marketing, and data-driven strategy. I align company strengths with client needs to deliver measurable impact and accelerate agent success.

SUCCESS STORY: United Long & Foster's offerings—real estate, mortgage, title, insurance, inspection, moving—under one enterprise-wide campaign, positioning them as the single destination for the All-Inclusive Real Estate Experience. Standardized branding, visuals, and messaging, creating a consistent identity that boosted professionalism, engagement, and recognition. Under Wilks, the company's social media reach expanded on various platforms, and she's heralded a coordinated effort to present a singular voice across their footprint. Developed "Let's Get Real" – a company webinar, ensuring employees and agents receive essential news about what's happening and have an opportunity to engage directly with senior leadership, increasing transparency and overall communications in the company.



Nick Panayi

CMO (Fmr.),
Inovalon



Nick Panayi is Chief Marketing Officer at Inovalon, where he leads a 60-person marketing organization driving growth across four healthcare technology business units. With 25+ years of B2B technology marketing leadership — spanning Inovalon, Amelia, DXC Technology, and Avaya — Nick is known for building revenue-first marketing engines, championing AI-driven innovation, and developing exceptional talent. He has delivered over \$164M annually in marketing-influenced pipeline with a sustained 6.2x return on marketing investment.

SUCCESS STORY: I led a strategic reorganization of marketing, establishing a single point of contact model with Product Marketing as the primary liaison and a high-performance shared services engine executing integrated plans. We modernized digital infrastructure with AI-driven capabilities, accelerating speed-to-market and productivity, supported by real-time analytics that align marketing and sales around clear ROI. I elevated brand impact by transforming our digital presence, expanding market influence through thought leadership, and building a high-performing content team. These initiatives drove measurable pipeline growth and significant revenue impact, positioning marketing as a core engine of business performance.



Bob Snyder

Director of Marketing,
MTSI



Bob Snyder is a marketing leader with more than two decades of experience driving brand strategy, digital content, and corporate communications. As Director of Marketing at MTSI, he leads initiatives that elevate visibility and engagement. His background spans defense, professional services, and sports and entertainment marketing. He is known for guiding organizations through growth and change. A graduate of the University of South Carolina, he lives with his wife, Karen, and their two daughters.

SUCCESS STORY: Personally, it is that I married the absolute best and most wonderful woman I could ever dream of. Professionally, my success story is that I entered an unfamiliar industry in that of the defense world as the only marketing person. Over a decade later, I am still thriving and loving every minute of it. I happened to join the right company at the right place at the right time. I am extremely fortunate to not only be a witness to well earned success for a group of amazing co-workers but be a participant in it as a fellow employee-owner.



Molly Williams

VP, Marketing &
Communications,
CrossCountry Consulting



Molly Williams leads Marketing & Communications at CrossCountry Consulting, designing and executing a strategic program aligned to growth priorities and business objectives. She brings extensive B2B marketing experience in professional services, including over 20 years at Accenture across marketing, operations, and change management consulting. Before joining CrossCountry, Molly led marketing at an advisory firm and worked in services marketing at Dell Technologies. She holds a marketing degree from The University of Texas at Austin.

SUCCESS STORY: In my tenure at CrossCountry Consulting, I've transformed the Marketing & Communications function from tactical execution into an enterprise-aligned growth engine spanning corporate strategy and all practice areas. Our work centers on growing the brand, engaging target audiences, generating demand, and supporting business development. The team has doubled through key hires and increased scope, supported by a culture of ownership, a scalable operating model, and expanding AI use. Accomplishments include implementing a multi-faceted thought leadership platform, integrated data solution, brand health tracking, expanded channel strategy, robust campaigns and conference programs, and supporting multiple acquisitions, with engagement and ROI steadily increasing year-over-year.

CORPORATE FINALISTS

UP TO \$300 MILLION
ANNUAL REVENUE



Tina Beaty

CMO,
SHRM



Beaty operates at the intersection of brand and performance marketing—building enterprise growth engines. At SHRM, she is reinventing B2C and B2B marketing, driving global brand authority through an omnichannel, data-driven model that connects engagement to business performance. Known for challenging default thinking, she brings precision and creativity to growth. Prior to SHRM, she led high-impact campaigns that shifted markets and behaviors. A working mom who believes a growth mindset is the multiplier behind success.

SUCCESS STORY: I lead at the intersection of brand, revenue, and transformation—building all simultaneously. At SHRM, that meant turning marketing into an enterprise growth engine while building a global brand with authority across an increasingly complex, omnichannel landscape. We challenged default thinking, shifted from volume to precision, and redefined how to engage audiences with relevance and intent at scale. We changed how the brand shows up in the market, how it connects with its audiences, and how it grows. The result is a brand that leads, a marcom system that scales, and a marketing function that is accountable to business performance.



Lisa Schlossberg

Executive Director, Marketing
& Communications,
Coakley & Williams
Construction



Lisa Schlossberg oversees marketing, communications, and pursuits functions at Coakley & Williams Construction (CWC), supporting the company's growth, positioning, and long-term strategy. A member of the firm's Leadership Team and an equity partner, she contributes to enterprise planning, organizational initiatives, and cross-functional alignment across the business. Lisa also serves on the NAIOP DCIMD Board of Directors, reflecting her longstanding leadership and involvement within the commercial real estate industry.

SUCCESS STORY: Our Marketing & Communications team evolved from a support function into a strategic contributor to CWC's growth. By strengthening cross-functional alignment, improving how we communicate our value, and creating a more connected approach across the organization, we enhanced both business performance and company culture. Marketing became more integrated into broader business strategy, helping strengthen pursuit efforts, client engagement, and organizational alignment. These efforts contributed to increased project wins and the company entering 2026 with the largest backlog in its history. Along the way, my role expanded into broader enterprise leadership, including strategic planning and succession initiatives.



Kara Christ

SVP, Head of Marketing,
CCS Fundraising



Kara Christ is the Head of Enterprise Marketing at CCS Fundraising, where she built and now leads a modern, 16-person marketing department. With 15+ years of cross-sector experience, she specializes in building high-performing teams, scaling integrated marketing programs, and delivering measurable results that enhance engagement, reputation, and revenue. Kara prides herself on being a "double bulldog", having earned an MBA from Georgetown University and a BA in Journalism from the University of Georgia.

SUCCESS STORY: Over four years at CCS Fundraising, I built a 16-person integrated marketing department from the ground up and transformed the function into a strategic growth engine for the firm. Since 2022, website traffic grew 85%, inbound leads more than doubled to nearly 1,000 annually, and social media audiences expanded 47% organically. Thought leadership scaled by up to 392%, media coverage surged 653% in six months, and video engagement rose 97% year over year. Marketing is now a key contributor to how CCS grows, leads, and shapes the conversation in the nonprofit sector.



Cheryl Rosenblum

VP, Strategic Initiatives,
CNA



As vice president of strategic initiatives, Rosenblum is responsible for positioning CNA as a forward-leaning partner to warfighters and first responders. For more than a decade, she has worked with analysts and scientists across CNA to connect their work—and their ideas—with federal agencies, foundations, and the international community. She creates strategic partnerships with clients, scientific staff, trustees, and senior fellows to address the emerging security risks to the United States and our allies.

SUCCESS STORY: I grew up professionally at CNA, beginning as researcher examining how emerging threats—AI, cyber, terrorism—affect global security. I quickly recognized that communicating scientific analysis clearly was as critical as the research itself. With a national security mission (and classified products) we never had a formal marketing strategy. As the first marketing executive, my goal was to elevate CNA's scientists as the face of the organization, ensuring complex analytics are understood, funded, actionable. We had measurable impact: securing more than three-dozen new funders, launching research areas, and creating opportunities for early career analysts as the "voice" of CNA.

FOUNDING MEMBERS



Tina Beaty
SHRM



Kara Christ
CCS Fundraising



Brooke Hart
Hill



Joy Jarrett
Guidehouse



Christine Landi
Atlantic Union Bank



Oliver Nutt
*General Dynamics
Information Technology*



Marni Puente
SAIC



Cherie Rosenblum
CNA



Molly Williams
CrossCountry Consulting



Don't just plan for success. Deliver it.

CCS Fundraising helps nonprofit leaders turn ambitious goals into results that stand up to expectations.

Congratulations to our Head of Marketing, Kara Christ, and all of this year's Capital CMO Award finalists.

ccsfundraising.com

2026 CapitalCMO ORBIE Awards Finalist

Congratulations Cherie Rosenblum

Always ensuring that CNA is known for excellence in analytic support to government decision-makers.

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Cherie Rosenblum
Vice President of
Strategic Initiatives

CNA

Dedicated to the Safety and Security of the Nation

Recognizing Excellence in Marketing Leadership



Congratulations to **Molly Williams**, CrossCountry's Vice President of Marketing & Communications, on being named a Capital CMO ORBIE Awards finalist. Her leadership continues to inspire innovation, strengthen the CrossCountry brand, and help drive meaningful transformation. CrossCountry is proud to recognize this outstanding achievement.

crosscountry-consulting.com



CAPITALCMO
ORBIE
AWARDS

THANK YOU TO THE 2026 CAPITALCMO ORBIE AWARDS PARTNERS

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GREAT LEADERSHIP STARTS WITH PEOPLE

Congratulations to Christine Landi, Finalist
for the 2026 CapitalCMO ORBIE® Awards.

Christine's recognition as an ORBIE finalist reflects her dedication to creating business value while empowering colleagues, serving customers and strengthening communities. We're proud to celebrate this achievement and the leadership she brings to our organization every day.



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