

CHICAGOCMO ORBIE AWARDS

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The inaugural ChicagoCMO 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 May 13 at Hyatt Regency Chicago.

INSIDE



LAUREN BECKSTEDT
2026 ChicagoCMO Chair



MARK-HANS RICHER
2026 Leadership
Award Recipient



PHIL CLEMENT
President and CEO
World Business Chicago



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JOHN ALVARADO Suntory Global Spirits	CHRIS CLEMMENSEN Echo Global Logistics	CARRIE GRAPENTHIN Perficient	TODD KAPLAN The Kraft Heinz Company	JIM MOLONEY International Motors, LLC	MAGGIE SCHMERIN United Airlines
ROBERT ARMSTRONG Zebra Technologies	SOFIA COLUCCI Molson Coors Beverage Company	IAN GRESHAM BradyPLUS	EMILY KEHINDE Cushman & Wakefield	MALLIKA MONTEIRO Constellation Brands	ELLINA SHINNICK HUB International
POLLY BAUR Charter Next Generation	KRISTYN COOK State Farm Insurance Company	GREGORY GUIDOTTI Ferrara Candy	JILL KOURI HCLTech	YVETTE MORRISON Caterpillar Inc.	SHERINA SMITH American Family Insurance
ERIN BAXENDALE Sidley Austin LLP	JENNIFER DANIELS Trustmark	STEVEN HANDMAKER Marsh & McLennan Agency	KRISTIN KROEPL Food Lion	BRANDON MULHALL Camping World	MICHELLE SNYDER Brookfield Asset Management
LAUREN BECKSTEDT Brunswick Corporation	KRISTEN DELPHOS UL Research Institutes	JON HARRIS Conagra Brands	AMY LEWIS Huron Consulting Group	JENNIFER MURILLO Discover Financial Services	SAVERIO SPONTELLA Land O Frost
JENNIFER BELL Lettuce Entertain You	MATTHEW DUJARDIN Amsted Industries	CAROLINE HOENK VASQUEZ DRW Holdings	ANITA LISKEY CME Group	NICOLE O'ROUKE ZS	RANA STRELLIS GE Healthcare
GULEN BENGI Mars, Inc.	JOSH EARNEST United Airlines	CHRIS HOWARD USG	HEATHER MACLEOD Capgemini	JASON OLSON Rust-Oleum Corporation	ROCCO TARASI CNO Financial Group
SARAH BILD Oak Street Health	STACEY EISEN Baxter International	DIANE HUND US Foods	KELLY MAHONEY Ulta Beauty	KAREN PARKER Aramark	JEFF URBANY IDEX Corporation
MARIA BLACK Kirkland & Ellis	MIKE FELDNER WellNow Urgent Care	MEGHAN HURLEY Neuro	ANNE MARTINO Endeavor Health	CLAUDINE PATEL Abbott	JEN VIANELLO Cars Commerce
LAURIE BLAIR Hyatt	GEORGINA FLORES AAA - The Auto Club Group	JOCELYN JOHNSON American Bar Association	PAMELA MCMEEN Ideal Industries Inc	FRANCIS PERRIN Rehiko	GARRY WICKA Uline
ELIZABETH BRADY Allstate	SACHIN GADHVI Great Day Improvements	NIKKI JOHNSON Country Financial	CHRIS MEAD Gallagher	ALICE PHILLIPS TOPPING Ryan Specialty	

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2026 ChicagoCMO Chair ▶▶ Lauren Beckstedt

Chicago CMOs beat executive isolation



Even the strongest executives can feel isolated at times. When chief marketing officers (CMOs) face challenges with trusted peers, isolation transforms into clarity and confidence.

ChicagoCMO brings together top CMOs from Chicago'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 serves communities for chief information security officers (CISOs) and chief information officers (CIOs).

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 leaders across six markets. I encourage you

to attend the 2026 Chicago ORBIE Awards to meet and support these outstanding CMOs.

On behalf of ChicagoCMO, congratulations to all nominees and finalists on these achievements. Special thanks to the awards partners, chapter underwriters, and staff whose support makes the ChicagoCMO ORBIE Awards possible.

Lauren Beckstedt
2026 Chair, ChicagoCMO
SVP & Enterprise CMO, Brunswick Corporation



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Leadership Award Recipient ▶▶ Mark-Hans Richer

"Marketing is about demand creation, not just demand fulfillment – growing demand beyond what already exists. AI is very good at fulfilling existing demand, helping people when they already know what they're looking for."

-Mark-Hans Richer | Fortune Brands Innovations



If you've recently redecorated your home, it's very possible you've installed a product that Mark-Hans Richer and his marketing team have built a campaign around.

Richer is global chief marketing officer of Fortune Brands Innovations, a publicly traded home, security and digital products company headquartered in Deerfield, Illinois, whose brands include Moen, Master Lock, Yale Lock and Therma-Tru Doors. His team was excited about launching a marketing campaign for its largest brand, Moen, at the time of the interview. "Once you have a new idea or a different realization of that idea, the fun begins: how you bring it through the entire marketing chain, into the marketing mix, into consumers' lives in a meaningful way," he says.

Q: What interested you in this field initially, and do you see any threads that have carried through over the years?

The most important thing I did in college was start a small business at Northwestern – making and selling a stuffed animal version of Willie the Wildcat. My dad told me I had to write a business plan and get a bank loan; he'd co-sign, but he wasn't giving me money. So, I did it. I ran that business for three years and learned every aspect of what a business does – sales, marketing, operations, finance, legal.

When I reflected on which part I liked most, the answer was marketing: identifying what connects with a consumer and how you reach different segments in different ways. I got my first job at DDB Needham Chicago, and the thread throughout my career has always been that I was the change agent – the advocate for change and the one who pulled it through. I went from entrepreneur to intrapreneur, always as the change agent.

Q: Were there any leadership lessons you learned early on that carried through later?

When you are an army of one, as I essentially was in that small business, you can't just rely on yourself. In corporate environments it's easy to develop a false sense of how much you can accomplish alone – but there's far more you can do when you engage other people in the right way. You have to build teams.

Q: Do you see your earlier experiences – at Harley-Davidson, for instance – informing what you've done most recently?

I pride myself on going from advertising – working on Hamburger Helper and McDonald's – to General Motors, where I didn't even own a car when I arrived, then to Harley-Davidson, then to Moen, Master Lock and other industries I had zero experience in before arriving. The general principles of marketing apply no matter the industry or the size of the business.

Q: How do you think leadership has changed, particularly with AI now being part of the equation?

It's another era of new tools to cook with – no different than when digital marketing arrived. The common element is always the human in the equation. AI right now is cooking very mediocre outcomes – basically fast food. If you want a five-star Michelin restaurant, you're going to need more chef skills than just kicking out burgers and chicken nuggets. It's going to require expertise to use the tool the right way.

Q: How do design and marketing come together at Fortune Brands, and does the greater speed of product delivery with advanced tools put pressure on marketing?

Marketing is about demand creation, not just demand fulfillment – growing demand beyond what already exists. AI is very good at fulfilling existing demand, helping people when they already know what they're looking for. But those signals are now apparent to marketers in new ways, and we'll have new tools that help us fulfill those needs in ways favorable to different brands.

Q: How are you navigating the economic pressures consumers are facing?

My excitement right now is about getting through the last couple of years of a tough market driven by elevated interest rates. It's been hard for any home-focused business. We've gotten through it, and it's made us better and sharper. There are always new challenges around the corner – tariffs, energy prices – but we're still out there making hay with our consumers, connecting with people, and fulfilling their needs.

For a product like faucets, the purchase cycle is 7 to 10 years. Someone might feel their kitchen is a little tired but doesn't have the money for a full renovation – yet replacing the faucets or fixtures is a fairly low-cost semi-remodel. Faucets are kind of like the jewelry of the home. It's very much a style choice as much as a functional one, and we're not talking about pulling \$10,000 out of a pocket. There's always a market.

Q: What has Chicago meant to you in your work?

Chicago is inspirational – that's the word. I live right downtown in the Tribune Tower, and I love the spirit of the city: the music, the theater, the food, the architecture. From the Wiener's Circle to three-star Michelin restaurants, there's a creativity and spirit you can see everywhere. That creative spirit is fuel. It's also a bar you have to rise to, because expectations are high – and I'm okay with that.

▶▶ Phil Clement, President and CEO, World Business Chicago

An architect of Chicago's future shares his blueprint

As president and CEO of World Business Chicago, Phil Clement plays a key role in shaping the city's future. This initiative of the mayor's office champions equitable and inclusive economic development strategies, focused on job creation, growth, and global strategy. He previously served as global chief marketing officer at Johnson Controls and at AON.

Clement was eager to talk about the organization's latest initiative, Chicago 2050 | A Plan for Economic Growth & Jobs. "It's not just an economic strategy – it's a marketing mandate that defines where Chicago wins and how we will tell that story with precision and consistency.

Q: What inspired you to pursue your career?

I started in consulting, helping companies grow through marketing, mergers and acquisitions and sales strategy. Then one day, I hosted Beth Comstock, GE's CMO, in Chicago on behalf of the Business Marketing Association. She presented GE's Ecoimagination campaign. By the end of that visit, I was fascinated by the idea of being a CMO. Later, while consulting for Aon, I suggested they needed a CMO. One thing led to another, and I ended up in the role for 13 years.

I found that a lot of the things I had always been interested in revolved around marketing. My orientation was about measurable growth. I had studied econometrics in graduate school. I had also studied anthropology and documentary filmmaking and was drawn to the human side – how people think, what drives them to action and the narratives we tell ourselves.

Q: How did you come to join World Business Chicago?

I first got a call about the role during their initial search, but I had just accepted a CMO position at Johnson Controls three weeks prior. When the search reopened, I immediately expressed interest. Meeting Charles Smith, the vice chair, confirmed we could work well together – the flow of ideas was almost explosive, and we were at the whiteboard within 40 minutes.

The most meaningful part for me has been engaging in economic strategy and listening to hundreds of people share not just how the city can grow, but also their genuine hopes for its future. That inspires me.

My family is from the South Side. We were surrounded by people and industries that were gutted when steel



went away. To be part of that resurgence with the most modern technology, such as quantum computing, is deeply rewarding and personal.

Q: What do you see as the most pressing challenges for Chicago's business community right now?

Chicago has the assets that make it the number one metropolitan area for relocations. However, Chicago's narrative and self-belief don't always match its strengths. Closing that gap is a big part of the role we play.

Q: What opportunities for growth do you see in Chicago's future?

We've got nothing but opportunity. As part of Chicago 2050, we brought together hundreds of leaders to shape a near-term growth plan. What we found is that it's difficult to balance short-term execution with the kind of big, bold thinking required to truly transform a city. So we created Horizon Lines – a citywide open call for ideas designed to surface those big moves. We invited leaders, creatives, and visionaries from across Chicago and beyond to put forward ambitious concepts that can shape the city's long-term future – from economic development to infrastructure to culture. The response was strong, with hundreds of submissions, and the most compelling ideas will be publicly exhibited in June at the Chicago Cultural Center. The goal is simple: to ensure Chicago isn't just planning for the next few years, but actively designing

what the city can become over the next generation.

Q: How are advances like AI influencing the work that you do?

AI has greatly improved our efficiency in analyzing trends and answering complex business questions that once required extensive consulting and primary research. Previously, such data gathering could take a year or more; now, insights can be generated within moments, enabling faster, informed decisions.

We are also spending time with the business community, thinking about how AI can become a tool for Chicago's growth and increased opportunity. It will shift things, especially in the workforce.

The largest, most scalable AI solutions are unlikely to originate in Chicago, but we can lead in how they are applied – to finance, technology, insurance technology, agriculture, and manufacturing.

Q: What is next for World Business Chicago in 2026 and beyond?

We've had real success, but it's time to formalize – to build a more mature operating model that can support the scale of the economy we're serving. My focus has always been on measurable growth – creating systems that deliver over time. We're building an organization able to address the urgent while sustaining purpose for decades.

"The largest, most scalable AI solutions are unlikely to originate in Chicago, but we can lead in how they are applied – to finance, technology, insurance technology, agriculture, and manufacturing."

-Phil Clement | President and CEO of World Business Chicago

Super Global Finalists ▶▶ Over \$9B annual revenue & multi-national operations



EMILY KEHINDE
CMO
Cushman & Wakefield

Emily Kehinde is Chief Marketing Officer at Cushman & Wakefield, where she leads the firm's global brand, marketing and research strategy. With more than 20 years of experience, she has taken progressively broader leadership roles balancing strategic vision with operational rigor, enterprise thinking, and growth-oriented investments. Before joining the company, she worked for a boutique advisory firm, JLL and Bank of America. She lives in Chicago with her family.



Success Story: Over the past year, we repositioned the Cushman & Wakefield brand internally and externally, and I'm incredibly proud of our team for delivering the company's first-ever global advertising campaign. This landmark effort reached scale quickly, generating the most impressions across out-of-home, digital, television, podcast, and media platforms than ever before. Importantly, it translated brand investment into demand, driving website clicks and thousands of leads. Beyond performance, the campaign refreshed our purpose and values, visually differentiated us from competitors, and enabled us to take ownership of our narrative with confidence—setting a new global benchmark for how our brand shows up.



JILL KOURI
Global CMO
HCLTech

With more than 30 years of experience, Jill Kouri is a senior marketing leader with progressive experience advising global Fortune 500 enterprises across the marketing business, currently serving as HCLTech's Chief Marketing Officer. Prior to joining HCLTech, Jill served as the Chief Marketing Officer, Americas for JLL and held various marketing leadership roles at Accenture. She has been recognized for her achievements including the 2025 Global B2B CMO 100 Award, among others.



Success Story: We were able to drive an entire brand transformation—including a completely new brand position/purpose, visual identity, website and major sports partnership—within 14 months. This took the complete focus and collaboration of every marketer across the organization. I've never been so proud. The launch was timed carefully both externally and internally, with large activations in 20 of the 60 countries where we operate. We all knew we were in the middle of something very special. Ultimately, our employees became our best evangelists of "supercharging progress." Later, we were named the fastest growing brand in our category by Brand Finance.



HEATHER MACLEOD
EVP & CMO
Capgemini Americas
Capgemini

Heather MacLeod is Chief Marketing Officer for Capgemini Americas, leading marketing strategy, planning, and operations across the region. She previously held senior marketing roles at Cognizant, Publicis Sapient, JLL, and Accenture, and began her career at Leo Burnett. Heather earned an MBA from Northwestern University's Kellogg School of Management, a BS from the University of Illinois, and completed Harvard Business School's Advanced Management Program.



Success Story: Our marketing team showed exceptional resilience during a major business transition. After building a strategy aligned to prior leadership, we were asked to rapidly redesign our approach—evolving roles, reallocating resources, and operating leaner while still driving growth. The team embraced expanded responsibilities, adopted AI to work smarter and faster, and partnered closely with sales to reinforce true client centrality. Their adaptability, collaboration, and commitment strengthened alignment between marketing and the business, enabling us to maintain momentum through change. This unified response positioned Capgemini Americas for sustainable growth and elevated the role of marketing as a strategic driver of transformation.



CHRIS MEAD
Global CMO
Gallagher

As Chief Marketing Officer, Chris Mead is responsible for leading Gallagher's global marketing and communications efforts. Chris joined Gallagher from CME Group. As Managing Director of Marketing, he helped shape CME's global strategic direction and was responsible for the development and execution of global marketing strategies. Prior to this, Chris served as VP of Marketing for CNA Insurance. Chris has held various marketing leadership positions within marketing and advertising agencies, serving clients across various industries.



Success Story: Under Chris's leadership, Gallagher's marketing and communications team transformed into a centralized global organization that unified brand, marketing, and communications—delivering consistent results, strengthening brand consistency, and enabling measurable growth at scale. This transformation has preserved Gallagher's nearly century-long culture while connecting employees across a growing enterprise and balancing global scale with deep local presence and expertise. Gallagher's marketing and communications initiatives have strengthened relationships with clients and communities alike, supporting service initiatives employees proudly lead worldwide. Together, these accomplishments have advanced growth, reinforced trust, and deepened Gallagher's impact across global markets and communities.

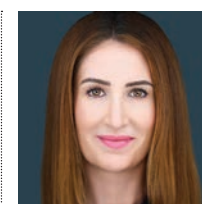


ROB ARMSTRONG
CMO
Zebra Technologies

Rob Armstrong, Chief Marketing Officer of Zebra Technologies, has over 20 years of B2B tech experience. Since joining Zebra in 2014, he leads a global team of ~390 to drive brand preference in over 100 countries, collaborating with 10,000+ channel partners. Previously, he held various global roles at Motorola Solutions. Rob holds an electrical engineering degree from the University of Notre Dame and serves on the boards of Bernie's Book Bank and FIRST Illinois Robotics.



Success Story: This past year, Zebra Marketing drove significant transformation by launching an industry-first digital commerce platform, which exceeded its annual business case within six months. We executed a comprehensive brand refresh to strategically stand out in an increasingly AI-driven world, supported by a new website, a global campaign, and a flagship Frontline AI Summit for 100+ top customers. We successfully modernized our marketing technology stack by adopting Salesforce McAEE, completed our second largest acquisition, minimized disruptions during a dynamic trade policy period with strategic pricing actions, and strengthened our team by advancing a new Marketing Development Program for our talent.



LAUREN BECKSTEDT
CMO
Brunswick Corporation

Lauren Beckstedt is SVP and Global Chief Marketing Officer of Brunswick Corporation, the world's largest recreational marine technology company. She unified more than 60 brands under a single, commercially accountable operating model—transforming marketing into a data-driven enterprise growth engine that more than doubled marketing-attributable revenue and scaled digital, ecommerce, and performance capabilities globally. A Kellogg MBA, Lauren serves multiple association- and public company boards as a trusted strategic advisor.



Success Story: Lauren redefined the role of marketing at Brunswick—transforming a fragmented organization into a unified enterprise growth engine powering more than 60 global brands. She architected a company-wide customer and digital strategy that lowered acquisition costs, expanded lifetime value, and scaled modern capabilities across the portfolio. Under her leadership, marketing-attributable revenue more than doubled. Flagship brands including Boston Whaler, Sea Ray, Mercury, and Freedom Boat Club outperformed the industry, reduced average customer age, and attracted new-to-boating consumers—accelerating participation and creating measurable, durable enterprise value.



MARIA BLACK
CMO
Kirkland & Ellis

Maria Black is Chief Marketing Officer of Kirkland & Ellis, the world's largest law firm by revenue and one of the premier international law firms with 7,000 professionals and more than 4,300 attorneys in the United States, Europe, the Middle East and Asia. Maria joined Kirkland in 1987 and has been CMO since 2009. She was the Firm's first Latina member of Senior Staff.



Success Story: I lead a global marketing and business development organization supporting more than 4,300 lawyers at the world's largest law firm. As a trusted partner to firm leadership, I work closely with senior leaders on their most critical growth initiatives. Under my leadership, the marketing and business development team has launched new capabilities spanning competitive intelligence, brand and pitch systems, communications, operations, practice development and global CRM, while scaling from 30 to 265 professionals. We operate a fully integrated go-to-market engine that strengthens client relationships, modernizes engagement and enables firmwide collaboration—helping our lawyers win, grow and sustain business worldwide.



LAURIE BLAIR
SVP, Global Marketing
Hyatt

Laurie is an industry recognized leader known for bold, brand-building creativity and successful marketing programs with a proven track record of launching immersive, end-to-end experiences and breakthrough campaigns that disrupt culture and smash business goals. Able to assemble highly effective teams both inside and outside organizations, build relationships across functions to achieve complex business and brand transformation.



Success Story: Working with a talented cross-functional team and colleagues across the firm, I helped build one of the strongest brands in finance. Ranked as the World's Most Valuable Exchange Brand by BrandFinance for 10 years, our brand value increased to approximately \$3 billion. We positioned our company and leaders as a preeminent voice in global markets by delivering integrated multi-channel strategies to increase awareness of CME Group as where the world comes to manage risk. Our work has supported mergers and acquisitions, global product launches, market expansion and complex regulatory challenges, while scaling the reach and impact of our efforts worldwide.



ANITA LISKEY
Global Head of Brand Marketing and Communications
CME Group

As CME Group's Head of Global Brand Marketing & Communications, Anita is responsible for building, maintaining and protecting the company's global brand through comprehensive multi-channel marketing and communications including advertising, marketing communications, public relations, internal communications, change management, thought leadership, social media, digital communications, sports marketing and executive positioning. She co-leads CME Group's corporate citizenship strategy and oversees the CME Group Foundation. She is a member of Women in Listed Derivatives and the WSJ CMO Council.



Success Story: Working with a talented cross-functional team and colleagues across the firm, I helped build one of the strongest brands in finance. Ranked as the World's Most Valuable Exchange Brand by BrandFinance for 10 years, our brand value increased to approximately \$3 billion. We positioned our company and leaders as a preeminent voice in global markets by delivering integrated multi-channel strategies to increase awareness of CME Group as where the world comes to manage risk. Our work has supported mergers and acquisitions, global product launches, market expansion and complex regulatory challenges, while scaling the reach and impact of our efforts worldwide.

Large Enterprise Finalists ▶▶ Over \$5B annual revenue



CHRIS HOWARD
Head of Marketing
USG

Chris Howard is an accomplished marketing executive known for leading high-performing teams and driving digital transformation at USG. With expertise in B2B and B2C strategies, brand development, and customer experience, he delivers innovative solutions that maximize efficiency and business growth. Chris has a proven track record of mentoring talent, realigning go-to-market strategies, and elevating brand equity across competitive industries, always with a digital-first mindset and a focus on measurable impact.



Success Story: My greatest success is building a transparent, empowered team that's unafraid to challenge the status quo. I believe in giving talented people the tools, autonomy, and trust they need to thrive and have a voice at the table. By focusing on open communication, meaningful collaboration, and constant learning, we've created a culture where great ideas flourish and everyone shares in our wins. At USG, marketing is a team sport, and I'm proudest of helping my team shine, especially when the path is complex and the stakes are high.

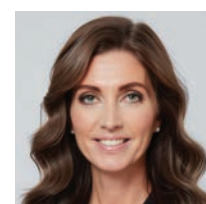


DIANE HUND
SVP & CMO
US Foods

Diane Hund is SVP and Chief Marketing Officer at US Foods. Diane joined US Foods in 2016 and leads the corporate, field and digital marketing activities, including all of the elements that enable the US Foods brand promise of "We Help You Make It" to come to life through various products, programs and brands. Diane holds a MBA from Northwestern's Kellogg Graduate School of Business and a BS from the University of Michigan.



Success Story: Perhaps my greatest accomplishment is elevating the role of marketing at US Foods to one that truly delivers value and return to the organization. Through our team's focus on customer needs, marketing excellence and influence with and across the organization, we have been able to create and deliver marketing actions that have increased brand equity and created sustained brand preference and loyalty. We have improved the efforts of our sellers—equipping them to consistently deliver our brand message, to creating best-in-class food marketing events and finally to developing the most advanced digital marketing team in the industry. Marketing has become a key lever of success for US Foods.



KELLY MAHONEY
CMO
Ulta Beauty

Kelly Mahoney was appointed CMO of Ulta Beauty in February 2025 after a decade of marketing and strategy leadership with the company. She leads marketing, loyalty, insights, media, and UB Media, Ulta Beauty's retail media network. Previously SVP of Customer & Growth Marketing, she helped architect Ulta Beauty Rewards, now driving approximately 95% of sales. Kelly previously held leadership roles at BP and Eire Direct and serves on the boards of Ebbo and Metropolitan Family Services.



Success Story: Under my leadership, Ulta Beauty's Marketing function has evolved into a meaningful driver of enterprise growth and cultural relevance. Our loyalty program, Ulta Beauty Rewards, serves as the company's relationship engine, engaging more than 46 million members and driving approximately 95% of sales - and providing the foundational first-party data that underpins our personalization and AI strategy. We also reignited the efforts of our sellers—equipping them to consistently deliver our brand message, to creating best-in-class food marketing events and finally to developing the most advanced digital marketing team in the industry. Marketing has become a key lever of success for US Foods.



ANNE MARTINO
CMO
Endeavor Health

Anne Martino is a C-suite executive who accelerates growth through enterprise transformation, brand differentiation, and reputational stewardship. As CMO of Endeavor Health, a \$6B healthcare system, she unified four regional organizations under one trusted brand, strengthening community connection and expanding access to compassionate, expert care. With global leadership across healthcare and technology, she brings deep expertise in crisis communications, M&A integration, and purpose-driven brands that build trust, amplify community impact, and drive sustainable growth.



Success Story: In 2024, four trusted regional health systems came together under a new name—Endeavor Health—creating the third-largest not-for-profit health system in Illinois and expanding care across a region of 4.2 million people. A bold, multi-channel marketing campaign expressed both empathy and expertise with the campaign tagline "Your Best Health is Our Endeavor." In two years, the campaign has achieved 89% brand awareness and surpassed revenue goals. Endeavor Health has achieved positive perception with patients and internal team members - not just surviving a merger re-brand, but driving revenue and reputation.



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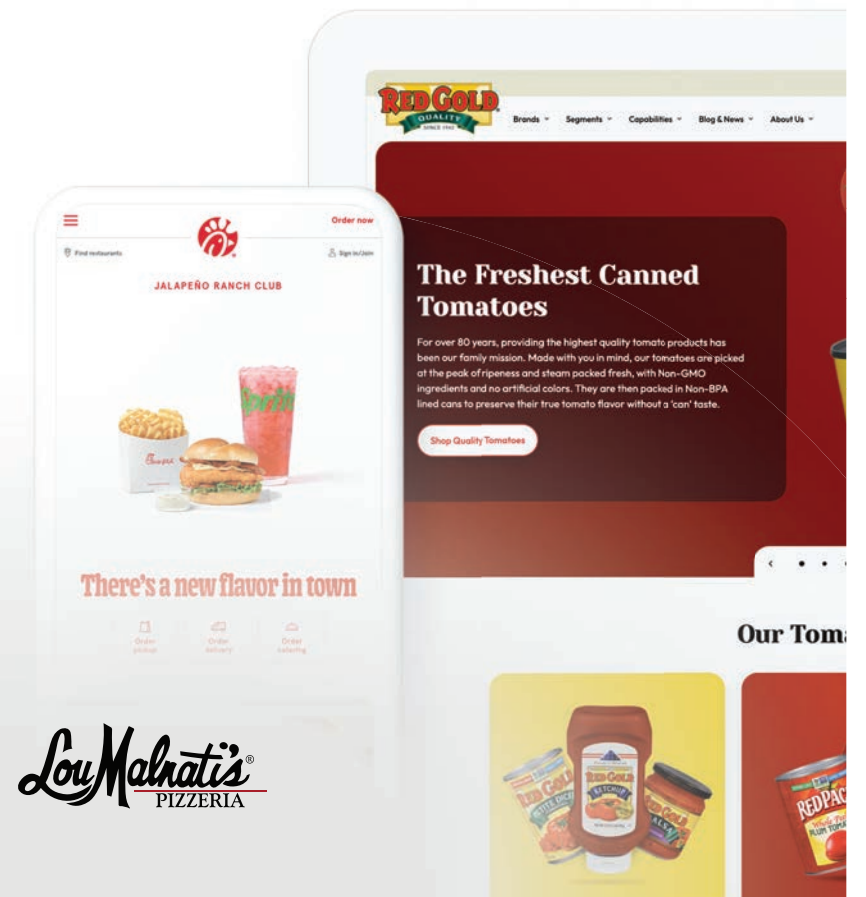
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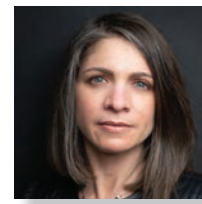
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POLLY BAUR
SVP, Marketing & Strategy
Charter Next Generation

Polly Baur is Senior Vice President of Marketing, Strategy and Pricing at Charter Next Generation (CNG), a leading B2B provider of specialty films and sustainable material science solutions. Previously, she held senior marketing and leadership roles at SC Johnson, Mars, and PepsiCo, specializing in brand transformation, innovation, and data-driven growth strategies. Polly earned her bachelor's degree from Brown University and her MBA from Northwestern University's Kellogg School of Management.



Success Story: Polly Baur rebuilt Charter Next Generation's growth engine by institutionalizing Integrated Business Planning as a disciplined enterprise operating system. She unified strategy, pricing governance, forecasting, portfolio prioritization, and customer insight into one accountable cadence—replacing siloed execution with forward-looking, data-driven growth management. Under her leadership, CNG grew 3X the market and achieved record profit per volume despite category inflationary pressures. She expanded the innovation pipeline fivefold, accelerated capability launches at twice industry pace, and embedded margin discipline across commercial teams, elevating marketing into a strategic driver of enterprise value creation.



SACHIN GADHVI
SVP, Great Day Marketplace
Great Day Improvements

Sachin Gadhvi is a financially disciplined business builder who successfully delivers superior financial results while being a creative brand steward and storyteller. He has driven growth and built high-performing marketing teams at digital marketplaces (Ticketmaster, Cars.com and Sittercity) and tech-enabled consumer services (Neighborly, Great Day Improvements). Sachin started his career in software and moved into marketing after getting his MBA from the Ross School of Business at the University of Michigan.



Success Story: We successfully launched Great Day Improvements as a consumer-facing brand and launched our master brand strategy. We built the brand architecture, positioning, and launched brand awareness and direct response campaigns. These drove sales growth as well as meaningful increases in awareness, consideration, trust and confidence across Great Day Improvements as well as our sub-brands.



TARA GIULIANO
CMO
Nuveen

Tara Giuliano is Nuveen's Chief Marketing Officer and Executive Management Team member, leading global marketing and communications. She spearheaded Nuveen's 2025 brand refresh featuring "Invest Like the Future is Watching," earning Chicago AMA and FCS Marketer of the Year honors. A mental health advocate, Tara champions financial wellbeing awareness. She holds degrees from Ohio State (B.S.) and DePaul (M.A.) and serves on industry steering committees and the Chicago Children's Museum board.



Success Story: In 2024, our brand rankings stood still despite a 125-year heritage and \$17+ AUM. We set out to change that. Rather than outspend the giants, we bet on strategy and creativity — interviewing 800+ global stakeholders for our "Generational Investing" platform and launching our "Invest like the future is watching" campaign supported by a bold visual identity.

Results: 800M+ impressions, +108% unaided awareness, +171% aided awareness. And in 2026, we're reaching millions more with partners The Financial Times and Williams Formula One Team.

Invest like the future is watching is our commitment. To clients. To future generations. To the world we're helping build.

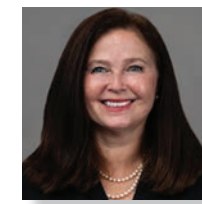


FRANCIS PERRIN
Chief Brand & Sustainability Officer
Rehko

Francis Perrin is the Chief Brand & Sustainability Officer at Rehko, leading global marketing, brand, communications, and sustainability. After the company's carve-out, he built the enterprise organization and led the transformation from Kohler Energy to Rehko. His leadership repositioned the company as a technology-driven, sustainability-led energy solutions provider and accelerated growth in AI infrastructure and data centers. He is known for building high-performance teams, shaping clear enterprise narratives, and driving meaningful value creation.



Success Story: Following the carve-out from Kohler Energy, I built a world-class enterprise marketing and sustainability function and helped lead the establishment of Rehko's brand, structure, and market presence. My team redefined the company's identity, purpose, and market positioning, shifting from a legacy manufacturer to a technology-driven, sustainable energy solutions provider. This repositioning sharpened our value proposition, accelerated entry into high-growth segments, such as AI infrastructure and data centers, and strengthened commercial focus. As a result, the data center channel quickly became a dominant growth driver, and the enhanced brand clarity contributed to a substantial increase in enterprise value under private-equity ownership.

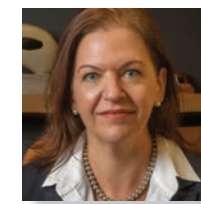


JENNIFER DANIELS
VP, Marketing
Trustmark

Jennifer Daniels is a marketing executive recognized for driving growth via marketing organization transformation. As Vice President of Marketing at Trustmark, she leads marketing strategy to accelerate sales cycles and strengthen brand equity. A trusted business partner, she is recognized for her strategic leadership, cross-functional influence, and ability to build scalable programs that deliver results. Jennifer's work positions marketing as a growth engine and a strategic enabler of enterprise transformation.



Success Story: The Trustmark Marketing transformation began with a clear vision and a team ready to evolve. Once undervalued and misaligned, marketing lacked the tools and voice to demonstrate its impact. Through thoughtful reorganization, strategic hiring, and modernization of the marketing technology stack, the team aligned tightly with business priorities. Analytics-driven discipline improved campaign performance, while creative and shared services scaled output without added headcount. Stronger partnerships with sales and growing industry recognition followed—positioning Marketing as a trusted enterprise partner and a driver of revenue, profitability and strategic business objectives.

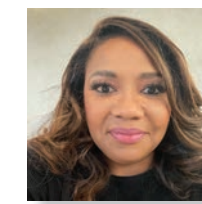


KRISTEN DELPHOS
VP, Communications & Public Affairs
UL Research Institutes

Kristen Delphos is Vice President of Corporate Communications & Public Affairs at UL Research Institutes, where she leads the organization's marketing and communications efforts to advance ULR's mission of a safer world through science. She has led major brand and storytelling initiatives, strengthened research marketing across research institutes, and champions measurement-driven marketing and communications strategies. Kristen is an alumna of the IRG100 Marketing Leadership Program and a member of the ANA CMO Growth Council. Kristen is an alumna of the IRG100 Marketing Leadership Program and a member of the ANA CMO Growth Council.



Success Story: I lead Communications & Public Affairs at UL Research Institutes, where I've championed our shift from long-form reporting to visual, bite-sized content that resonates with today's audiences. Through disciplined governance, strategic partnerships such as Scientific American, and a high-performing team, we consistently deliver compelling narratives across all channels to advance our mission. Our "Science Shorts" series — designed to distill complex safety science into engaging, easily digestible stories — has been a standout success, recently surpassing 1 million combined views on YouTube. This modern approach to storytelling has helped us build greater trust, expand our reach, and drive measurable impact.



JOCELYN JOHNSON
CMO
American Bar Association

With 25+ years of marketing leadership across corporate giants and iconic nonprofits, Jocelyn Johnson is a marketer who makes missions move. As ABA's CMO, she leads the core marketing team for a ~\$220M organization — delivering 41% cost reductions, 127% impression growth, and 1,700% fundraising traffic increases. From GE to Girl Scouts USA to the ABA, her career is defined by one constant: turning strategy into impact, and impact into legacy.



Success Story: I have a proven track record of transforming large nonprofit associations through data-driven, omnichannel marketing. At Girl Scouts USA, my team and I drove \$85M+ in fundraising, grew membership, and launched the first profitable triennial convention. During my first year with the ABA my team and I reduced cost per acquisition 41%, grew paid media impressions 127% over three years, and launched the "Fighting For the Rule of Law" campaign — driving a 1,700% increase in donor page traffic and \$49M+ member lifetime value. Both reflect my core approach: helping every member find their home in the association, with less budget and greater impact.



MICHAEL MELTON
Global Director, Marketing & Product Management
IDEAL Electrical

Michael Melton is Global Director of Marketing & Product Management at IDEAL Electrical, where he leads global business and marketing strategy across professional electrical markets. He brings broad experience spanning engineering, operations, and marketing, enabling strong cross-functional leadership. A strong believer in giving back, Michael integrates philanthropic initiatives with business objectives through programs such as IDEAL Connections. He focuses on driving innovation, portfolio growth, and brand impact by aligning customer insights, commercialization, and business performance.



Success Story: I led a transformation that shifted our marketing organization to data-driven decision-making, completing three foundational research initiatives (brand strategy, end user innovation platforms, and customer journey mapping) that defined end-user personas, uncovered critical pain points, and informed a new three-year product roadmap. I also delivered a comprehensive brand refresh—launching a new logo, modern digital assets, refreshed website, updated trade show presence, and enhanced retail packaging—while expanding e-commerce content to strengthen our digital footprint. Additionally, I accelerated innovation overseeing 20 new product launches exceeding 2025 revenue projections through a streamlined NPD process and improved cross-functional execution.

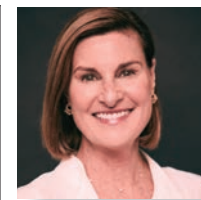
Congratulations Kristen Delphos

Chicago ORBIE® Award Finalist

We are proud to congratulate **Kristen Delphos**, Vice President, Corporate Communications & Public Relations, on being named a 2026 finalist for the **Chicago ORBIE® Awards**.

This honor recognizes Kristen's exceptional leadership, strategic vision, and enduring impact at the intersection of communications, technology, and organizational transformation.

Congratulations on this well-deserved achievement.

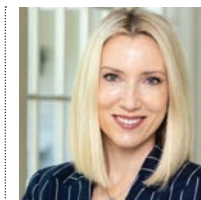


ALICE PHILLIPS TOPPING
Chief Marketing & Communications Officer
Ryan Specialty

As the inaugural Chief Marketing & Communications Officer at Ryan Specialty, I have had the privilege of building and leading the firm's marketing and communications function, shaping an enduring brand and reputation. My career reflects deep curiosity, spanning computer programming, finance, and insurance, where I began as a reinsurance broker. Blending frontline experience with marketing leadership sharpens my strategic perspective and enables me to drive meaningful, lasting outcomes.



Success Story: My greatest success lies in the Corporate Marketing & Communications team that I have built and lead for Ryan Specialty. We have an incredibly talented team, who are always ready for a challenge; we are agile, smart, responsive, creative and fun. Together in-house we create advertising and marketing for our 50+ brands and innovate along the journey of our robust annual growth of 20%+ for seven years running. We also enjoyed producing all the branding for Ryan Specialty during our IPO. The talent is exceptional and award-winning; our team has won numerous medals and recognition for outstanding, impactful work.



ELLINA SHINNICK
CMO
HUB International

Ellina Shinnick is Chief Marketing Officer at HUB International and the first CMO to serve on the Executive Management Team. Since joining HUB in 2015, she has built the Marketing Center of Excellence, comprised of 110+ professionals. Shinnick holds a B.A. from the University of New Mexico and an MBA from The Ohio State University Fisher College of Business. She is a founding member of Chief's Chicago chapter and serves on the ANA CMO Council.



Success Story: When Ellina joined HUB International, marketing operated as a back-office function with minimal business influence. Today, she leads a robust organization and serves on the executive management team as the first CMO in company history to earn that seat. She didn't inherit this position; she built it through strategic brand transformation and relentless execution. By repositioning HUB as a trusted advisor, implementing sophisticated measurement frameworks and creating strategic activations that drive new business and customer engagement, Ellina delivered exponential growth: marketing's revenue influence increased 7,400%. She fundamentally reshaped marketing's role from support function to business partner driving growth and differentiation.

The ChicagoCMO
ORBIE Awards
is the premier
marketing executive
recognition program
in Chicagoland,
honoring CMOs who
have demonstrated
excellence in
marketing leadership.

Congratulations, CHRIS!

USG Corporation is proud to congratulate Head of Marketing, **Chris Howard**, on his nomination & global finalist position for Chicago ORBIE CMO of the Year.



Corporate Finalists ▶▶ Up to \$1.5B annual revenue

2026 Who's Who of ChicagoCMO

FOUNDING CHAIR



Lauren Beckstedt
Brunswick Corporation

FOUNDING MEMBERS



John Alvarado
Suntory Global Spirits



Rob Armstrong
Zebra Technologies Corporation



Jennifer Daniels
Trustmark



Kristen Delphos
UL Research Institutes



Chris Howard
USG Corporation



Chris Mead
Arthur J. Gallagher & Co.



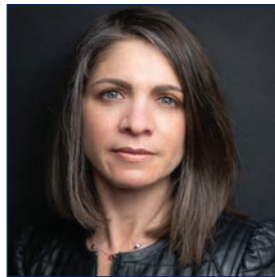
Michael Melton
Ideal Industries, Inc.



Francis Perrin
Rehko



Ellina Shinnick
Hub International



Polly Baur
Charter Next Generation



Maria Black
Kirkland & Ellis



Jocelyn Johnson
American Bar Association



Alice Phillips Topping
Ryan Specialty

Congratulations to the 2026 Chicago CMO ORBIE Nominees.

Christopher Mead
Global CMO, Gallagher
2026 ChicagoCMO ORBIE Awards
Super Global Finalist



Gallagher is proud to recognize this year's Chicago CMO ORBIE Nominees — and to celebrate our own Chris Mead, named a 2026 Super Global Finalist. Chris leads Gallagher's Marketing & Communications as a globally unified and customer-obsessed growth engine that honors our legacy while driving revenue.

Congratulations Chris, and to every nominee shaping the future of marketing in Chicago!

CHICAGO CMO
ORBIE
AWARDS

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the ORBIE Awards:



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