

ATLANTA
BUSINESS CHRONICLE

2025

GEORGIACMO **ORBIE** AWARDS

The annual GeorgiaCMO 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 November 4 at The Starling.



**CHAIR: RON
MCMURTRIE**

Marketing Moves Fast. Your
Peers Help You Stay Ahead.



LEADERSHIP RECIPIENT

Kellanova's Julie Bowerman on
a people-centered approach to
leadership

CONGRATULATIONS 2025 GEORGIACMO ORBIE NOMINEES

CARY BAINBRIDGE
ABM Industries

JENNIFER CHASTEEN
Synergy HomeCare

TIM HERMELING
Cortland

KEN KRAFT
Cox Automotive Inc

GARETH MORGAN
Insight Global

JON STOVER
Alvarez & Marsal

JEFF BAKER
Arbys Restaurant Group Inc

ANNA CONVERY
Verint

JO ANN HEROLD
Georgia State University

MELODY LEE
Mercedes-Benz USA

TERRIE O'HANLON
Agilysys

ANDREA STRIEBEL
Floor & Décor

HEATHER BALSLEY
IHG Hotels & Resorts

LIZ CRISAFI
Hornblower Group

ANGELA HILLIARD
Cognia

JENNIFER LEMMING
ExlService Holdings Inc

URVI PATEL
GoTo Foods

ALICIA TILLMAN
Delta Air Lines Inc

SHERI BARROS
ZERO Prostate Cancer

DANI CUSHION
Innovid

NICOLE HITPAS
Emory Goizueta Business School

AMANDA MALKO
Thinkific

JAYESH PATEL
Hertz Global

LAURA TROTTER
Equifax

MOLLY BATTIN
Home Depot

AMANDA DARLEY
Construction Resources

LAURIE HOOD
Mobilewalla

LYNWOOD MALLARD
J&J Snack Foods

PRINZ PINAKATT
Tilray Brands

JOE VANDETTE
National Vision Holdings Inc

DOUWE BERGSMA
Piedmont

KATHRYN DELIA
Cherry Bekaert

MELANIE HUET
Newell Brands Inc

KELLAM MATTIE
FilterBuy Inc

RAY RAMU
Saia

DEBORAH VON KUTZLEBEN
Tropical Smoothie Café

AN BOON
Graphic Packaging International

DEBBIE DOMER
Honey Baked Ham

JEFF JENKINS
Carter's

MEGHANN MCNALLY
Wrench Group LLC

LEAH RASORI
Global Payments

HOLLY WASSON
Capital Investment Advisors

JULIE BOWERMAN
Kellanova

ELLEN DONAHUE-DALTON
VillageMD

JENNIFER JINADU-WRIGHT
JAS

TAMI MCQUEEN
BIP Capital

MARK SHAMBURA
Panera Bread

ANNA WEBB WALDRON
Interface

BENJAMIN BOWLWARE
H-E Parts International

ANNA GODFREY
Aveanna

DONNA JOSEPHSON
Schlotzsky's

NORMAN MIGLIETTA
Lazer Logistics

MARY BETH SHARP
Pratt Industries

TIM WHITEHEAD
Children's Healthcare of Atlanta

JENNA BROMBERG
Papa John's International Inc

MEGAN GOUSSEN
L'Oréal

MATTHEW KLEIN
North Highland Company

SHONODEEP MODAK
Schneider Electric

MANISH SHRIVASTAVA
PulteGroup Inc

JOEL YASHINSKY
Applebee's

JESSIE BROUSSARD
Frazier & Deeter LLC

JEANNINE HAAS
Gulfstream Aerospace

LAURA KNEBUSCH
Georgia-Pacific

SHAKIR MOIN
The Coca-Cola Company

AARON SONES
Technical College System of Georgia

ADAM ZIMMERMAN
Atlanta Braves National League Baseball Club

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Marketing Moves Fast. Your Peers Help You Stay Ahead.

Whether you're leading a global corporation or a local nonprofit, there's no textbook for how to be a great CMO. Experienced leaders recognize the "superpower" of trusted relationships—the fastest path to transforming ideas into impact, plans into progress, and vision into reality.

GeorgiaCMO brings together preeminent Chief Marketing Officers from Georgia's leading organizations to strengthen effectiveness, overcome challenges, and create business value.

Member-led, non-commercial programs foster meaningful professional relationships, empowering CMOs to collaborate on shared challenges and gain leadership advantage. In any gathering of CMOs, the answer is in the room. Through regular member-led events and interactions, the collective power of executives working together generates immense value.

The Inspire Leadership Network connects over 2,000 C-suite leaders across more than 40 chapters. From public and private companies to government, education, healthcare, and nonprofits, we exist to help members succeed in one of the most demanding C-suite executive roles.

The ORBIE Awards honor outstanding leadership of CMOs in Georgia. On behalf of GeorgiaCMO, I congratulate the nominees

and finalists for their remarkable achievements. A special thank you to the partners and underwriters for making the GeorgiaCMO ORBIE Awards possible.

With the right connections and relationships, transformation is possible—and it's happening today, as evidenced by the finalists featured in this special section.

Sincerely,



Ron McMurtrie
2026 Chair, GeorgiaCMO
CMO, Honeywell



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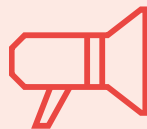
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Julie Bowerman

North American Chief Marketing Officer | Kellanova

GeorgiaCMO ORBIE Leadership Award recipient: Kellanova's Julie Bowerman on a people-centered approach to leadership

By The Business Journals Content Studio

When Julie Bowerman reflects on her career, she doesn't begin with titles, achievements or accolades. She talks about people. "The leadership of people is job one," said Bowerman. "If you don't do that job well, nothing else works."

Over the past 25-plus years, Bowerman has been a marketer in the consumer-packaged goods space and has held senior leadership roles at some of the world's most recognizable companies — Coca-Cola, Hain Celestial and Kellanova, formerly Kellogg Company, where she is now the North American chief marketing officer.

Bowerman has been selected as the Leadership Award recipient as part of the 2025 GeorgiaCMO ORBIE Awards as recognition for the impact she's had throughout her career. The program honors CMOs who have demonstrated excellence in marketing leadership. She will receive her award at a live event on Nov. 4 at The Starling Atlanta Midtown.

Building a career on great brands

A marketer "in my head and in my heart," Bowerman has always gravitated to great brands and the fast-moving food and beverage industry. "That sector is a lot of fun," Bowerman said. "It's dynamic and fueled by a lot of innovation, pace and complexity, and I like that."

Bowerman's career began at Coca-Cola, where she spent 23 years in roles that spanned brand and shopper marketing,

"When I got my job at Coca-Cola, it gave me a sense of what I had the potential to do. It helped me build my self-confidence. I learned many skills and had many great experiences."

promotions, customer management and commercial strategy. She also led the company's e-commerce efforts and created its loyalty program, My Coke Rewards.

Looking back, she credits landing the job at Coca-Cola as a defining moment of her career. "When I got my job at Coca-Cola, it gave me a sense of what I had the potential to do," she said. "It helped me build my self-confidence. I learned many skills and had many great experiences."

Leaving the company after more than two decades was equally defining. "I had reached a point where I felt I was being defined by what Coca-Cola told me I could achieve versus what I wanted to achieve," she said. "I realized I was either going to retire from there or take a leap of faith. I took the leap."

After fielding many calls from recruiters, Bowerman went to Hain Celestial, expanding her expertise into natural and organic foods before joining Kellanova, where she was recruited for her pioneering work in digital and e-commerce.

Embracing change and driving innovation

Bowerman was on the cutting edge of the digital and e-commerce movement. These capabilities were new to the companies she served, so she looked outward and adopted a consumer-first mindset. She began thinking beyond traditional boundaries to better understand what customers wanted.

"I love bringing the external in, thinking consumer first and shaping how we create value for our brands," Bowerman said.

Leadership beyond the office

Beyond the C-suite, Bowerman is active on two public boards and one private board, and serves as a mentor at Cristo Rey Atlanta Jesuit High School, a school for underprivileged students.

"My skills and experience are transferable to other businesses and other industries, and it's rewarding being able to help them create value," she said.

Equally rewarding is the diversity of people she meets through her work on boards. "Serving on a board gives me the opportunity to meet people from different walks of life and varying perspectives. It's one of the things I love the most about board work," she said.

The importance of family

Bowerman is quick to credit her family as part of her success. Her parents have been married for almost 60 years. She has been married to her husband for 25 years, and they have a daughter in college.

"All the things in your personal life have to work, as well," said Bowerman. "I'm incredibly fortunate to have that as part of my success. My husband has been amazing and supportive of all the career growth and ambition I've had."

Throughout her professional experiences, Bowerman has always returned to the value of people and relationships. "Relationships are what drives me as a leader," she said. "My ability to connect with people is probably one of the things that sets me apart most."

SUPER GLOBAL FINALISTS

OVER \$10 BILLION IN ANNUAL REVENUE & MULTI-NATIONAL OPERATIONS



Molly Battin

SVP & CMO,
Home Depot



Molly Battin is SVP and CMO at The Home Depot, leading branding, marketing strategy, loyalty programs, personalization, and Orange Apron Media, the company's retail media arm. She drives innovative initiatives to enhance customer engagement and brand growth. Molly joined in 2022 after leadership roles at Delta Air Lines, Warner Media, and Coca-Cola. A Princeton and Northwestern graduate, she's a wife, mom of three, runner, and triathlete dedicated to balancing career and family.

SUCCESS STORY: Since becoming The Home Depot's CMO in 2022, Molly Battin has led her team to drive significant marketing innovation. Under her leadership, they expanded sports partnerships to include the NCAA and FIFA World Cup, connecting with diverse customer passions. They also advanced the Orange Apron Media network with an industry-first Upfront and a new self-service platform. Her team revamped the sales event strategy, delivering the company's most successful Black Friday ever. To meet growing creative demands, they launched "Studio Orange," a 250,000 sq. ft. full-service studio. By strengthening influencer programs and enhancing the Pro Xtra loyalty program, their leadership continues to produce record-breaking engagement and results.



An Boon

VP, Global Marketing,
Graphic Packaging
International



An Boon is an accomplished global marketing executive with extensive experience in leading diverse teams and achieving success in highly competitive markets. With a professional background that includes prominent Fortune 300 companies such as Unilever, Coca-Cola and Graphic Packaging, she demonstrates expertise in both consumer and B2B marketing. An brings strategic mindset with, exceptional communication skills, and a collaborative leadership style, all of which are focused on building high-performing teams and fostering continuous growth.

SUCCESS STORY: Under my leadership, we transformed our brand through a major rebranding. We repositioned the company from a commodity paperboard manufacturer to an innovative consumer packaging partner. Our newly developed purpose: "We package life's everyday moments for a renewable future." drove our repositioning, refreshed visual identity, and a redesigned website, which now highlights authentic consumer interactions. Since relaunch, site traffic rose 23%, new users by 19%, and product inquiries by 13%. These efforts enhanced our image, deepened customer relationships, and positioned us as industry leaders. The purpose statement also unified internal communications, fostering employee pride and alignment with our renewed vision.



Ron McMurtrie

CMO,
Honeywell



Ron McMurtrie is a seasoned global business leader and Chief Marketing Officer with a deep background in strategic marketing and digital transformation for world-class brands. With over 25 years of experience, he has held key executive positions at major technology companies (Verizon, Sage, Honeywell), where he has driven market expansion and spearheaded innovation. He is an active member of Georgia's technology community including philanthropic activities

SUCCESS STORY: I lead the digital experience and brand launch for Honeywell Forge, our first-ever cloud-native vendor agnostic IIoT platform. Designed to connect assets, people and processes into a unified experience, it is purpose-built to cybersecure and run complex industrial operations while fostering industrial-grade AI. Today, it has over 100M+ connected assets and helped drive \$2B in software sales in 2024.



Shakir Moin

President, Marketing,
Coca-Cola North America



Shakir Moin is the President, Marketing, for Coca-Cola North America. He oversees marketing for total portfolio of the company's brands. Prior to his current role, Shakir was the CEO of Costa Coffee. He has worked with Coca-Cola for almost 30 years living in 11 countries. Shakir was recognized by Forbes as one of the "50 Entrepreneurial CMOs" in America in 2024. He was also recognized as 50 Most Outstanding Asians by Asian American Development Center.

SUCCESS STORY: I grew up in Karachi and received my education there. 30 years ago I would have never imagined that I would live in 11 countries, work across multiple functions in one of the world's best marketing companies and lead marketing for The Coca-Cola Company in North America - the origin market for the most famous brand in the world. Perhaps we don't dream big enough or perhaps we don't believe in ourselves strong enough. Hard work, commitment and good values and prayers can make anything happen.



Leah Rasori

Global Head of Marketing,
Global Payments



Leah Rasori is head of global marketing at Global Payments, where she drives brand strategy, product marketing, and revenue-driven initiatives on a global scale. A proven leader in the technology, fintech, & financial sectors, Leah has transformed marketing functions at Sovos, Fiserv/First Data, & Verifone. She brings deep expertise in demand generation, digital & product marketing, and brand development. Leah holds an MBA in marketing from Mercer University and a BBA in marketing from Georgia State University.

SUCCESS STORY: Our marketing team is leading a multi-year transformation of Global Payments' brand and go-to-market strategy. We've unified a complex house of brands into one global identity, securing alignment across markets and stakeholders. In partnership with product and sales, we launched Genius, our new POS platform, with strong validation at a major industry conference. At the same time, we have transformed marketing itself—evolving from a support function into a modern, customer-centric growth driver. Together, these initiatives are reshaping how we show up to customers, investors, and the market.

GLOBAL FINALISTS

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



Cary Bainbridge

SVP & CMO,
ABM Industries



Cary Bainbridge is Chief Marketing Officer at ABM, where she leads enterprise-wide marketing and brand strategy to fuel growth. Over her 20-year tenure, she has transformed marketing into a strategic growth engine, driving new revenue streams, repositioning ABM's brand, and integrating 20+ acquisitions. She specializes in aligning marketing with sales, operations, and culture to deliver measurable results. Cary holds a BA from Mercer University and serves on industry and community leadership councils.

SUCCESS STORY: ABM's marketing team has delivered transformative impact, consistently contributing around 25% of net new sales over the past five years, with a 35% year-over-year increase in the first half of FY25. During COVID-19, the team launched EnhancedClean™ in just six weeks amid furloughs, restoring workplace confidence and reinforcing ABM's leadership. We produced ABM's first television commercial, elevating brand visibility, and in 2025 launched a brand repositioning that highlights ABM's engineering, HVAC, technical solutions, and electrification. By modernizing marketing, introducing digital attribution, and upskilling teams, we maximized the power of 100,000+ people to tell our story.



Jennifer Jinadu-Wright

VP, Global Marketing,
JAS



Jennifer Jinadu-Wright is the Vice President of Global Marketing at JAS, where she drives innovative brand strategies that elevate customer engagement and fuel growth. With over 20 years of experience across Europe and the U.S., she brings a unique, multidimensional perspective to global marketing. A dynamic leader, Jennifer is passionate about coaching high-performing teams, and crafting impactful campaigns. She holds a Law degree and an MBA from Manchester Metropolitan University in the United Kingdom.

SUCCESS STORY: In 2022, our company was at a turning point, respected in the market but with no marketing team, no structure, and no clear voice. I saw this as an opportunity to build something transformative. It began with defining our purpose, vision, mission, and values; giving us a shared foundation and story. From there, I built a global marketing function, refreshed our brand, and brought our story to life in new ways. The outcome wasn't just growth in traffic, leads, and followers - it was a cultural shift toward alignment, energy, and pride across the organization.



Gareth Morgan

VP, Marketing,
Insight Global



Gareth Morgan is VP of Marketing at Insight Global, where his team drives strategy and performance for its international staffing and professional services. His marketing journey began at Procter & Gamble in Johannesburg and grew through 19 years at IHG, where he became VP of Global Digital Channels. Between roles, he volunteered to help launch Rugby ATL, Atlanta's Major League Rugby team. Gareth holds an MSc from Oxford and a BCom from UCT.

SUCCESS STORY: Four years ago, Insight Global had no marketing capability. The company lacked brand awareness, and cold calling was the sole demand-driving tactic. Our 35-member team quickly built a new inbound engine through paid media, thought leadership content, targeted SEO, and email—now driving nearly one-third of new client acquisition. With this success, we've set our sights higher: enhancing sales effectiveness through account-based marketing and actively repositioning Insight Global as an international professional services firm. Marketing is now central to the company's growth strategy—a dramatic shift for a historically sales-driven organization.



Laura Trotter

CMO, USIS,
Equifax



Laura Trotter is a seasoned Chief Marketing Officer at Equifax, leading data-driven B2B marketing strategies since 2022. She brings over two decades of leadership across tech, life sciences, and healthcare -- from Accurate Background, WebMD, Illumina, and Qualcomm. Laura holds an Executive MBA from the University of Oregon and a B.S. in Marketing from the University of South Carolina. Known for strategic vision and impact, she consistently elevates integrated marketing performance and innovation.

SUCCESS STORY: I'm incredibly proud of Marketing's transformation into a key driver of business success. By shifting our team to performance-based marketing, tying our efforts directly to revenue instead of vanity metrics, pivoting our go-to-market strategy to an "outside-in" approach, aligning cross-functional teams around customer needs, and championing the voice-of-customer that drives strategy, innovation and investment, Marketing is now widely recognized as a results-oriented, high-impact partner.

LARGE ENTERPRISE FINALISTS

OVER \$1 BILLION IN
ANNUAL REVENUE



Douwe Bergsma

CMO,
Piedmont



Douwe is CMO at Piedmont, Georgia's \$8.8BN non-profit healthcare system. He aims to improve healthcare and the industry by leveraging his P&G and Georgia Pacific experiences and as Cannes Lions Dean, ANA Board member and CMO Growth Council Talent leader. His many recognitions include a Lifetime Achievement Award, Shopper Marketing Hall of Fame, Creativity 50, Five-time CMO of the Year, and 40+ event presentations, including the White House. He is a Groningen University graduate.

SUCCESS STORY: Piedmont's people positively impact more lives than ever before, received record-high safety scores and now oversee financially one of the most responsible systems in the US. Our Brand Growth team contributed to this progress by building the Piedmont brand, now the strongest in Georgia with a record-high brand score. We step-changed our brand conversion approach and generated all-time high number of patients, appointments and ROI. We transformed the patient experience and now have a record number of patients benefit from a range of innovative virtual and on-line tools. We do what we say: "Piedmont. Real Change Lives Here".



Melanie Isbill

Chief Brand Officer,
RaceTrac, Inc.



Melanie Isbill, Chief Brand Officer and third-generation leader at RaceTrac, has dedicated her career to shaping the company's growth, culture, and guest connections since 2008. Named Chief Brand Officer in 2024, she serves on the Senior Leadership Team and Board, guiding strategy with authenticity and vision. Honored as a 2025 Woman of Influence, Melanie champions women's leadership, invests in community impact, and inspires others while balancing life in Atlanta with her husband and two children.

SUCCESS STORY: Under my leadership, Marketing has fueled RaceTrac's transformation, driving growth while deepening guest and community connections. We modernized the brand with the Whatever Gets You Going platform, relaunched RaceTrac Rewards and our app into a significant revenue driver (14% of sales, 4.8-star rated), and used guest insights to grow coffee sales 44% and hot food revenue 25%. We built dedicated programs for professional drivers and expanded high-flow diesel, strengthening loyalty in this vital segment. Beyond business results, our team has raised \$10M+ for the Michael J. Fox Foundation—delivering innovation, measurable impact, and lasting community value.



Ray Ramu

EVP & Chief Customer
Officer,
Saia LTL Freight



A highly respected and accomplished C-Suite executive with core strengths in commercial & GTM strategy, CX, and sales & marketing management. Ray Ramu acts as the voice of the customer in board-level discussions, ensuring operational efficiency is balanced with exceptional service delivery. Ray brings deep insight into freight market dynamics, competitive positioning, & pricing strategy to support sustainable, long-term growth. He maintains oversight of sales performance & key commercial metrics, aligning business outcomes with stakeholder expectations and financial goals.

SUCCESS STORY: My greatest success story is without question the journey. Saia is a 101-year-old company that has reinvented itself multiple times. In my 28 years with Saia, I take most pride in our growth from a humble regional company to a top 6 national powerhouse in an industry that is asset & people intensive and fiercely competitive. I refer to it as "the build". When I started, sales were \$300m, today top line sales are over \$3b. We've not only built a great company, we have positioned the company for long-term success. My team played a very important role in the journey!



Mary Beth Sharp

VP, Marketing,
Pratt Industries, Inc.



Mary Beth Sharp is an accomplished marketing executive, brand strategist and employee advocate. As Vice President Marketing for Pratt Industries, Mary Beth enjoys helping to drive the continued growth and success of the world's largest, privately-owned manufacturer of 100% recycled paper packaging and Pratt's commitment to environmental stewardship. Before coming to Pratt, Mary Beth worked for Mohawk Flooring North America and Oldcastle Architectural Products. She is a proud wife and mother to twin sons.

SUCCESS STORY: I'm most proud of the success our marketing department has had transforming from a sales support team to strategic marketing partners to serve the full organization. We are strategically reactive and more importantly, we are persistently proactive. With only 7 team members, every hour of the day counts and every day we strive to prove our department's indispensable value across the organization. We succeed by helping others succeed. Transforming and growing our team into this strategic partner is our greatest accomplishment.



Aaron Sones

Director of Marketing,
Technical College System
of Georgia



Aaron Sones serves as Marketing Director for the Technical College System of Georgia, leading statewide brand development, digital strategy, and marketing for all 22 technical colleges. He has guided major initiatives including GEORGIA MATCH, Career Clear, and the forthcoming Top State for Talent campaign, aligning education and workforce priorities across agencies. Under his leadership, TCSG has achieved record applications, enrollment growth, and graduates, strengthening Georgia's position as the #1 state for business and talent.

SUCCESS STORY: At the Technical College System of Georgia, our focus is on access, opportunity, and impact. Over the past decade, I've worked with colleagues across our 22 colleges and partner agencies to shape a unified marketing strategy that highlights the value of technical education. Together we've advanced initiatives like GEORGIA MATCH, Career Clear, and the upcoming Top State for Talent campaign. By expanding digital marketing, supporting a systemwide CRM, and strengthening our statewide brand, enrollment has grown an average of 10% each semester for three years. Each number reflects a Georgian gaining skills, opportunity, and hope for a better future.

ENTERPRISE FINALISTS

OVER \$500 MILLION IN
ANNUAL REVENUE



**Anna
Convery**

CMO,
Verint

VERINT

Anna Convery serves as Verint's Chief Marketing Officer. Anna joined Verint in March 2025 with more than 20 years of experience in enterprise technology marketing, product management and sales. Anna has global responsibility for all Verint marketing functions, with a focus on market growth, industry positioning and revenue generation. She was recognized as a Woman of the Year in Technology and is a recognized advocate for STEM education and professional development for women and girls.

SUCCESS STORY: As Chief Marketing Officer for Verint, Anna is focused on blending strategic vision with a customer-centric approach, supported by strong leadership and a data-driven methodology. Building on Verint's strong brand image and recognition, she is driving marketing ROI growth by leading a high-performing team, adapting to market changes and fostering cross-functional collaboration. Verint leads in CX Automation with AI-driven results, and Anna's marketing team drives innovation in all areas to align with the company's overall business objectives. One of her team's latest successes is the company's record-breaking Engage 2025 industry conference.



**Liz
Crisafi**

CMO & SVP, Marketing,
Hornblower

Hornblower

Liz Crisafi is a visionary marketing leader with more than 25 years transforming some of the world's most recognized brands, including City Cruises/Hornblower Group, IHG Hotels & Resorts, Kimberly-Clark, Ogilvy, Discovery Communications, and Kodak. Renowned for blending creative storytelling with data-driven precision, she builds brands that move people and deliver measurable growth. A champion of innovation and mentorship, Liz empowers teams through purpose, collaboration, and bold thinking—proving that marketing can truly move both hearts and business outcomes.

SUCCESS STORY: At City Cruises, I led a marketing transformation that turned a traditional sightseeing brand into a cultural experience on the water. By redefining the guest journey and delivering story-driven, channel-first campaigns, we elevated awareness and achieved record-breaking growth. Across my career, from Kodak to IHG to Hornblower, I've championed marketing that connects emotionally and delivers measurable results. My philosophy is simple: data guides us, but emotion moves us. I'm most proud of building brands and teams that create moments people remember long after the journey ends and proving that when marketing inspires both heart and action, it changes the course of a business.



**Kathryn
DeLia**

CMO,
Cherry Bekaert

Cherry Bekaert

Kathryn DeLia is an esteemed marketing leader with three decades of transformative experience in accounting and consulting, known for propelling business growth through innovative strategies. As Chief Marketing Officer at Cherry Bekaert, she crafts pioneering strategies that drive commercial value and revenue growth. An award-winning professional, Kathryn elevates marketing sophistication and leads dynamic teams. She holds an MBA from the University of St. Thomas and a BBA in Marketing from Stephen F. Austin State University.

SUCCESS STORY: As Chief Marketing Officer at Cherry Bekaert, I spearheaded a transformative marketing strategy that elevated our brand and positioned marketing as a key growth driver. By modernizing MarTech platforms, enhancing automation, and establishing a proposal team, we streamlined operations and significantly boosted new business opportunities. Our efforts in refreshing brand identity and optimizing digital engagement have expanded our market presence. Additionally, our team ensured seamless integration and brand consistency across numerous acquisitions. These initiatives have markedly amplified our brand recognition and contributed to substantial business growth, solidifying marketing as a strategic asset within the firm.



**Kevin
Keith**

CMO (fmr),
Edible Brands

ediblebrands

It's easy to spot brands Kevin Keith has touched. From Coca-Cola, Mercedes-Benz to UPS, Orangetheory Fitness and Edible Brands, he's driven transformations that turns brands into cultural headliners. At Orangetheory, he built a team that powered a \$1B+ global fitness phenomenon. Named a Forbes "Next CMO" and 2025 ORBIE CMO finalist, Kevin has a remarkable track record for reinventing brands and driving innovation that fuels explosive growth.

SUCCESS STORY: At Edible Brands, Kevin has been instrumental in turning fruit into a full-on brand renaissance. As CMO, he led the launch of "There's an edible for that," reintroducing Edible Arrangements as the go-to for on-demand gifting and entertaining (and yes, more than just fruit baskets). He rebuilt the brand's look, stood up Studio E— Edible Brands in-house creative powerhouse—and even rolled out an AI agent to help franchisees market locally. With sharper storytelling, smarter data, and a fresh dose of fun, Edible is now a modern, customer-first brand built for today's celebrations and tomorrow's cravings.



**Matthew
Klein**

CMO & Sr. Managing
Director,
North Highland

NORTH HIGHLAND

Matthew Klein is a transformative leader whose blend of marketing acumen and operational expertise has been instrumental in driving sustainable growth. As North Highland's inaugural CMO since 2013, Matt has built an award-winning marketing function and reshaped the firm's identity as the leading change and transformation consultancy. He has led Talent Acquisition, IT, Resource Management, Sales Operations, and Business Development during his tenure. Matt graduated from Emory University (BBA) and from Duke University (MBA).

SUCCESS STORY: I am proud to have been part of the transformation of our firm from a niche local firm to the leading change and transformation consultancy. At the start of this year, we launched a new value proposition and positioning we refer to as "Vision To Value." More than ever, our clients need an advisor that can help execute on their strategy and realize real measurable results. In many ways, that is what marketing is all about. It has energized the entire organization and resonated strongly with our clients.

CORPORATE FINALISTS

UP TO \$500 MILLION
IN ANNUAL REVENUE



Sheri Barros

Chief Marketing &
Communications Officer,
ZERO Prostate Cancer



Sheri Barros' leadership spans nonprofit, healthcare, and sports entertainment. As Chief Marketing & Communications Officer of ZERO Prostate Cancer, Barros leads the comprehensive brand strategy of the nation's leading men's health advocacy organization. Barros' career includes time with the American Cancer Society, San Antonio Spurs, Oakland Raiders, and Atlanta Falcons. An inaugural Cannes Lions 'Entertainment for Sport' jury member and Guest Lecturer at NYU and UCLA, Barros also completed Executive Education at Harvard Business School.

SUCCESS STORY: In under a year, revitalized the brand, securing ambassadors and Board Members from the top of entertainment, sports, and media (Beyonce's father Mathew Knowles, NBA All-Star Allan Houston, CBS News EVP Lance Frank). Restructured a department, recruiting Vice Presidents from world-class nonprofits. Launched the largest initiative in the history of U.S. prostate cancer patient programs: Blitz the Barriers - a \$20M initiative to save 100K lives. National campaign included lead sponsor, Novartis, media, and brand partners: BET, Forbes, CNBC, NFL Players, NBA Coaches, and more. Drove 500% increased media reach, 200% marketing value increase, and doubled consideration among target audience.



Angela Hilliard

CMO,
Cognia



Angela Hilliard is the Chief Marketing Officer at Cognia, Inc. Angela has over 25 years of marketing experience across multiple industries, including education, telecommunications, hospitality, and entertainment. Angela serves on the boards of the SonEdna Foundation and Ron Clark Academy. She is a member of CHIEF and was featured in C-Suite Spotlight as a Top 100 Marketing Executive of 2022. She holds degrees from Georgetown University and the University of the Incarnate Word.

SUCCESS STORY: Over my seventeen years with this organization, we have completed three mergers, growing revenues from \$40M to over \$130M. In 2019, we rebranded, and in just five years—despite COVID disruptions—we've built more substantial brand equity than any of our previous entities, thanks to my dedicated team. We've fostered a data-centric culture, utilizing key insights to inform product development, modernize marketing, and showcase our impact. As a nonprofit, we measure success not only in revenue but also by the positive impact we have on schools and students. Our focus remains on driving meaningful improvements in education.



Terrie O'Hanlon

SVP & CMO,
Agilysys, Inc



Terrie O'Hanlon is SVP & CMO for Agilysys (AGYS), leading brand awareness and revenue growth strategies and programs. Terrie's CMO experience spans enterprise SaaS, supply chain, ecommerce, retail, healthcare, BI and cybersecurity. Her expertise centers on brand transformations and market expansions for companies navigating changing competitive environments, including Manhattan Associates, WebMD and Dun & Bradstreet Software. Terrie holds an MBA from Columbia University and a BS in Journalism from the University of Florida, where she was valedictorian.

SUCCESS STORY: We have: • Rebranded Agilysys to reflect modern innovation; • Built a MarTech stack for Account Based Marketing and brand amplification • Organized 30+ solutions into "ecosystems" showing how solutions work together, expanding the average number of products in a first sale from 2 to 9; • Created new programs to drive growth at 3x the hospitality tech market rate. Results grew from revenue of \$162.6 million and recurring revenue of \$26.6 million in FY2022 to revenue of \$275.6 million and recurring revenue of \$170.1 million in FY2025, with market cap expanding from \$0.99 billion in March 2022 to \$3.11 billion in June 2025.



Deborah von Kutzleben

CMO,
Tropical Smoothie Cafe



Deborah von Kutzleben (aka "DVK") joined Tropical Smoothie Cafe as Chief Marketing Officer in November of 2021. Prior to joining Tropical Smoothie Cafe, DVK was VP Brand Strategy, Advertising and Menu at Arby's. DVK started her career working at various advertising agencies spending most of her ad agency career at BBDO leading strategy, campaign development and execution of some of the most recognizable brands. DVK is an alumna of the University of Georgia Grady College.

SUCCESS STORY: One of the team's greatest accomplishments has been the launch of Tropic Bowls to our menu last year. The team identified the strongest lineup of products that would appeal to our guests and developed an integrated launch plan that drove Tropical Smoothie Cafe to become the #2 bowl player in the country in less than a year.

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Agilysys



Ray Ramu
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Mary Beth Sharp
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We're proud to celebrate Ray Ramu's nomination as a finalist for a GeorgiaCMO ORBIE Award.

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Congratulations!



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