

J&J hires its first-ever global CMO from Coca Cola

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Singapore: Johnson & Johnson (J&J) has hired Ms Alison Lewis, Coca-Cola's head marketer in North America, as the first-ever global chief marketing officer (CMO) of its consumer companies. She will report to Mr Lynn Pendergrass, global chairman, J&J.

Ms Lewis will be responsible for the consumer unit, which accounts for more than \$750 million of the company's \$887 million in measured media in the US alone. Ms Lewis will oversee the four global franchises, including consumer health/nutrutionals, beauty, baby care and over-the-counter drugs, and a new marketing-services function for the group.

However, Ms Lewis doesn't replace J&J's top global corporate marketers, including VP global corporate affairs, Mr Michael Sneed, and worldwide vp global marketing group, Ms Kim Kadlec. Globally J&J spends \$2.3 billion in advertising across its

divisions.

The announcement by the firm revealed that, "Bringing these groups under a single leader enables us to build repeatable, end-to-end, global business models and innovation pipelines for our brands, focusing investment more effectively and efficiently. It will also allow us to leverage successful digital and professional models globally and to build and employ more effective marketing-analytics capabilities in support of our brands and global franchises."

Ms Sandra Pound, spokeswoman, J&J, said that, "We're looking to catalyze our global growth strategy for our consumer business and the CMO role, and Alison in that role, will allow us to better anticipate our consumers' needs and look for solutions."