



MARGARET MOLLOY NAMED U.S. CHAIR OF THE MARKETING SOCIETY

Siegel+Gale CMO Will Head Board of Senior Marketing Community In New York

NEW YORK – June 7, 2018 – [The Marketing Society](#), an influential global network of 3,000 senior marketers, announced today that [Margaret Molloy](#), Global Chief Marketing Officer of leading brand strategy and design firm [Siegel+Gale](#) will chair the New York hub, which launched last fall.

The not-for-profit organization's purpose is to inspire bolder marketing leadership within its international membership, and through its brave agenda it challenges its members to think differently, push boundaries, tackle taboos and have uncomfortable conversations about the things that really matter.

As chair, Molloy's remit will be to help The Marketing Society fulfil its ambitions plans in New York, which are off to a good start – they are already halfway to achieving their goal of connecting 100 founding members in the first year.

Society chief executive Gemma Greaves said, "Being in New York is very important for The Marketing Society and we're excited and humbled by the reception we have received so far.

"Our powerful and influential board are helping us drive our purpose and our brave agenda, so I'm delighted to finally announce that our chair will be the inimitable Margaret Molloy.

"Margaret has everything we have been looking for – passion and enthusiasm for The Marketing Society and our industry, an unrivalled network, a considered approach, brave leadership abilities, exceptional hosting skills and genuine gravitas plus a warm and energetic personality."

With more than two decades of experience, Margaret is an award-winning marketer with a deep understanding of how to build great brands. By thinking strategically and delivering operationally, she executes innovative, breakthrough marketing campaigns that grow client satisfaction, company profits and team pride.

"Together with our board, I'm excited to lead the charge on expanding The Marketing Society in New York," said Molloy. "Today, breakthrough marketing is generated from the collision of diverse points of view and experiences. From Madison Avenue to Wall Street, New York City leads the way in inspiring creativity and rewarding business performance. This city has always attracted brave marketers. The Marketing Society gives us a fresh forum to push boundaries and have meaningful conversations to advance the marketing profession and our impact on the world."

Founded in London in 1959, The Marketing Society now has international hubs in Scotland, Hong Kong, Singapore, Dubai, India and New York.

Members of The Marketing Society New York will benefit from an exclusive program of world-class events with inspiring speakers and the opportunity to share ideas and challenges through global connections with peers across all industries. They will also be able to participate in the acclaimed professional development course – the International Marketing Leaders Program which takes place in New York in the spring.

The Marketing Society's New York board is made up of key industry experts including Jerome Hiquet, CMO, Tough Mudder; Jason Chebib, VP consumer planning, Diageo; Michelle Froah, marketing excellence director, Samsung; Ciara Dilley, senior marketing director, Pepsi; Angela Ceccarelli, VP marketing HSBC; Francesco Rulli, president, Querlo; Alison Orsi, VP campaign management, IBM; Pepper Evans, VP, Card Partnership, Marketing and Innovation, CapitalOne and Robin Albin, consultant.

More about The Marketing Society:

The Marketing Society is an exclusive global network of senior marketers. Founded in London in 1959, it has emerged as one of the most influential drivers of marketing in the business community.

Everything it does is through a 'brave' lens – pushing boundaries, tackling taboos and creating comfortable spaces to have uncomfortable conversations.

In India the Society talked about gender stereotypes, in New York, sexual harassment and in Dubai it brought mental health to the stage for the very first time. Recently, in Singapore it discussed empathy and AI while in Hong Kong it brought the 'Under the Spotlight' format showcasing open and honest conversations between two business leaders

The Society hosts over 120 events worldwide providing exclusive opportunities for members to connect and learn. Speakers have included The New York Times chief operating officer, Meredith Kopit Levien, NBA's senior VP Doris Daif, CEO, BT Group Gavin Patterson, president, EMEA business & operations, Google Matt Brittin and president and CEO, The New York Times Mark Thompson.

Initially the Society is accepting 100 Founding Memberships from senior marketers. Membership is now open for applications to all marketers who have at least 8 years' management experience.

Visit www.marketingsociety.com for more information.

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