

Marisa Thalberg

Forbes CMO Hall of Fame Marketer; C-Suite Executive at United Parks & Resorts, Lowe's, Taco Bell, and The Estee Lauder Companies

A globally recognized brand-building innovator and a champion both of creativity and challenging the status quo in the workplace, Marisa Thalberg is 1 of only 18 to be inducted into the Forbes CMO Hall of Fame. She is considered one of the most dynamic and versatile marketing executives in the field, displaying versatility and adaptability that has led to her being an exceedingly successful leader in a diverse portfolio of industries, ranging from luxury beauty (The Estée Lauder Companies) and fast food (Taco Bell) to big box retail (Lowe's Home Improvement) and theme parks and entertainment (SeaWorld/Busch Gardens). Her passionate advocacy for women at work led her on the path to social entrepreneurship as the founder of Executive Moms, an organization created to connect and support accomplished women who are both professionals and moms. In this capacity, Thalberg became an early leading voice and supporter for women, and particularly mothers, in the workplace, appearing across a range of media outlets including *The TODAY Show*, FOX, CNN, NBC News, and many more.

Exclusively represented by Leading Authorities speakers bureau, Thalberg is a magnetic presence on stage who effortlessly connects with audiences through amusing anecdotes from her experiences as a big brand leader, and unique perspectives on navigating the modern business landscape. Thalberg introduces audiences to the type of leadership that utilizes creativity and authenticity to breed innovation, foster collaboration, and drive change that emanates from within the organization and into industries and society. Her insights prepare audience members for the challenges they are sure to face as leaders — including weathering the storm, evolving their businesses, building brands that customers love, and creating cultures that embrace change, challenge convention, take smart risks, and outpace the competition by a landslide.

A pioneer of digital, social, and eCommerce marketing, she has orchestrated blockbuster product launches (like Taco Bell's Nacho Fries — the most successful product launch in its history), unexpected cultural moments (like Lowe's x NY Fashion Week, The Taco Bell Hotel) and is known for inspiring teams to take brands to new heights of consumer resonance, cultural relevance, and business performance. In her current role, she is the chief marketing officer and communications officer at United Parks & Resorts, where she leads marketing and communications for a portfolio of leading theme parks and resorts, including Busch Gardens.

Thalberg appeared on the primetime USA Network show *America's Big Deal* as a judge and is currently the co-host of the fast-growing podcast *Brand New*, which is known for its lively conversations around hot topics spanning media, marketing, advertising, entertainment, and technology — and is produced within the iHeartMedia Podcast network.

A five-time honoree on *Forbes'* "World's Most Influential CMOs" list, Thalberg also has been named "one of the most innovative CMOs in the world" by *Business Insider*. She was also named one of the 2021 Matrix Award Honorees for Women in Communications and one of *Adweek's* 2021 CMO honorees for "perfecting the pandemic pivot." At the end of 2020, *Industry Dive* singled her out as the 2020 Marketing Executive of the Year. Among her many other honors, she has been named a Power Player by the National Retail Federation, a Working Mother of the Year, an *Adweek* Brand Genius, and the She Runs It 2017 Woman of the Year. Thalberg currently serves on the boards of the Blumenthal Center of the Arts and the Mobile Marketing Association.

A catalyst for transformation in the workplace and society, Thalberg remains dedicated to guiding organizations and individuals towards greater success and significance in an ever-evolving world.