

UCI ROAD TO REINVENTION:

a one-day conference for Executives on Leadership in the Digital Age



Marisa Thalberg
Global Chief Brand Officer
Taco Bell

As the Global Chief Brand Officer of Taco Bell, Marisa Thalberg leads a multi-functional team in forecasting, developing and delivering sales growth via calendar planning and management, product pipeline, consumer insights, advertising, in-store marketing, \$400MM media and production budget, social/digital marketing, eCommerce, PR, packaging, events, merchandising and licensing for this world-class \$10B brand. She has led the brand to record sales, surpassing Burger King at the end of 2017 in total U.S. business, while also catapulting the brand to new heights of cultural relevance and customer passion, including becoming the nation's #1 favorite Mexican restaurant, according to the prestigious Harris poll.

Prior to Taco Bell, Marisa spent eight years at The Estée Lauder Companies, Inc., where she pioneered the company's global digital and social marketing, building this capability across the company's collection of over 30 prestige beauty brands, leading them into new approaches to consumer engagement.

Marisa's earlier career spanned both the client and agency worlds, including serving for several years as Head of Global Advertising at Unilever Cosmetics International. Concurrent to her advertising and marketing career, in 2002 Marisa became the founder of Executive Moms (www.executivemoms.com), an organization which became one of the leading social network and content providers to this important demographic of women. In this capacity, she has appeared in numerous TV and print media nationwide.

Marisa has been named one of the top 25 most influential CMOs in the world by Forbes. Among the other honors she has received, Marisa was the 2017 She Runs It "Woman of the Year;" an Adweek "Brand Genius" and one of their first "LA Brand Stars." She was the one CMO in her industry named a Power Player by the National Retail Federation and named one of the top five Social Business Leaders in the Nation by The Economist.

She currently serves on the boards of the International Women's Media Foundation, the Orange County School of the Arts and serves on the Business Leadership Committee of the Segerstrom Center for the Arts.

Marisa is a Phi Beta Kappa, Magna Cum Laude graduate of Brown University. She, her husband David, and their two daughters, Hannah and Avery, remain New Yorkers in spirit who have acclimated very nicely to their now not-so-new home in Orange County, CA.