



## MaryLee Sachs

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MaryLee Sachs is the Program Director for The Conference Board Council for CMOs. MaryLee has over 25 years of experience in integrated marketing in the international arena, and is the Founder and CEO of BrandPie Inc which she launched in 2014 as the sister firm to London-based BrandPie Ltd; a brand consultancy specializing in purpose, identity, and engagement.

After residing in London for 17 years, MaryLee returned to the US 14 years ago and served as president and CEO of a major WPP firm. She worked and advised blue-chip organizations including Procter & Gamble, PepsiCo, Kellogg's, American Express, HSBC, Porsche, Patek Philippe, Kodak, Motorola, Johnson & Johnson, and Anheuser-Busch, where most of her work included integration across various marketing disciplines. MaryLee has been a member of the Marketing 50 and an advisor to The CMO Club in the U.S., retaining her membership to the Marketing Group of Great Britain and The Marketing Society in the UK since the early 1990s, and has served on the inaugural PR Jury at the Cannes Lions International Advertising Festival in 2009.

MaryLee has written two books about CMOs - *The Changing MO of the CMO: How the Convergence of Brand and Reputation is Affecting Marketers* published in 2011, and *What The New Breed of CMOs Know That You Don't* published in 2013. Both were launched at the Cannes Lions International Festival of Creativity. MaryLee also is a regular contributor to the Forbes CMO Network at <http://www.forbes.com/sites/maryleesachs/>