

Premium HOME > ADVERTISING

Meet 18 top advertising and marketing pros who are expert at positioning brands, persuading consumers — and are on the market

Michael Kaminer 1 hour ago



Mark Weintraub; Lucia Rodriguez; Margaux Ravis; Eric Wilson; Yuqing Liu/Business Insider

- **While the pandemic has upended advertising and marcomm with layoffs and furloughs, agencies and brands still need talent.**
- **Business Insider identified 18 respected pros on the market who can help confront brand challenges in these turbulent times.**
- **They include people laid off in the wake of the pandemic, pros whose firms shut down, and consultants considering a return to agency life.**

The pandemic has upended advertising and marketing communications. If clients cut plans, campaigns get canceled, and events can't take place, the implications for agencies and brands are huge.

But the need for talent is stronger than ever. Brands that reach consumers at home are thriving. Demand for content remains insatiable. And clients need help to pivot their messaging through unpredictable times.

With that in mind, Business Insider has identified 18 top advertising and marketing pros who are on the market right now. The list is based on our own reporting as well as nominations.

Some were laid off in the wake of the economic downturn caused by the coronavirus pandemic or lost their jobs in organizational shuffles. Others worked for firms that simply shut down. Another cohort wants to return to agency life after working independently.

The list includes agency veterans, C-suite brand executives, and creative talent, like ex WarnerMedia CMO Chris Spadaccini; Alanna Lynch, former CEO of Fake Love; and Ed Gorman, formerly of Carat.

Lucia Rodriguez



Lucia Rodriguez

As division director of marketing at Comcast, Lucia Rodriguez bridged advertising strategy, multicultural marketing, internal communications, and outward-facing functions like call centers in the US and Mexico.

"It was about translating marketing strategy and campaigns to a language that all of our distribution channels could understand," said Rodriguez, who also helped lead Unidos, Comcast's Latinx employee resource group.

When Comcast started restructuring in April 2020, Rodriguez applied for other senior positions, but ran up against a hiring freeze. Since then, she's focused on her leadership of Hispanic Unity of Florida, an economic-empowerment organization on whose board she's served since 2016.