

Domino's Pizza Appoints New Chief Marketing Officer: Russell J. Weiner

2008-09-08

Former Head of Colas at Pepsi Named one of Brandweek's Top 10 Marketers of the Next Generation

Domino's Pizza (NYSE:DPZ), the recognized world leader in pizza delivery, announced today that Russell J. Weiner has joined its Leadership Council in the position of Executive Vice President and Chief Marketing Officer, effective September 22. Weiner, 39, joins Domino's with broad experience in consumer marketing at some of America's top brands. He was most recently Vice President of Marketing, Colas for Pepsi-Cola North America, overseeing the company's flagship Pepsi portfolio, a \$14 billion retail business accounting for 50 percent of Pepsi's North American volume. In this role, he was responsible for developing the vision, brand strategy and annual operating plan for the entire cola line.

Weiner commented on joining Domino's: "I could not possibly be more excited about joining the Domino's team. The people, the brand and the category itself all hold such promise of even greater performance to come, and I want to be a key player in that effort. I look forward to applying my past experience -- and future ideas -- to taking this great brand to even greater success."

President of Domino's U.S.A., Patrick Doyle, said, "Russell brings not only vast consumer marketing experience, but a special energy to our team that we're all very excited about -- and I believe our franchisees will share. His expertise spans across many marketing competencies, including both traditional and new media, with a proven ability to lead strategically and deliver on a plan."

As Vice President of Marketing for Pepsi's cola line, Weiner created Pepsi's largest promotion in history: Pepsi "Stuff," a continuity program designed to retain core Pepsi users. His Diet Pepsi MAX ad campaign won one of the advertising community's highest accolades, an Effie Award, for "Wake up People." The 2007 Pepsi advertising campaign was also nominated for an EMMY for outstanding commercial, and the 2008 Super Bowl ad featuring Justin Timberlake beat all internal and competitive metrics for awareness and participation, and was the number one Super Bowl ad viewed on line. His efforts to drive Pepsi brands in the non-traditional marketing space resulted in packaging-as-media programs to engage "Millennials," included original branded entertainment on line, event and cause marketing programs, and successful leverage of sponsorships with the NFL, MLB and NASCAR.

Weiner has been with Pepsi since 1998, and has held various marketing positions that included product innovation, national promotions, brand management and foodservice innovation. His experience has gone beyond cola brands into other branded and licensed drinks like Aquafina, Dole, Lipton, Starbucks, Mountain Dew, Hawaiian Punch and Citrus Hill. As Senior Manager of Foodservice Innovation, he developed new products for major brands like Taco Bell, KFC and 7-Eleven.

He has been frequently recognized for his accomplishments in marketing and advertising. In addition to the many advertising and promotion awards bestowed on his work, he has personally received accolades, including two recent awards: Brandweek's 2008 Top 10 Marketers of the Next Generation, and the Advertising Age 2007 Top 40 under 40.

Weiner began his marketing career as an account/senior account executive for Kobs & Draft Advertising, overseeing the NYNEX Mobile Communications, Home Box Office and Phillip Morris Parliament Lights accounts. He then moved to Phillip Morris, as an Assistant/Associate Brand Manager for Benson & Hedges.

He earned his MBA in 2001 in Marketing and International Business from the New York University Stern School of Business, attending in the evenings while working full time. His undergraduate degree is from Cornell University, College of Arts and Sciences, where he earned a Bachelor of Arts in Government in 1990.

A native of New York, Weiner is married with three children. Russell, his wife Wendy, 6 1/2-year-old twins Abigail and Joshua, and 3-year-old son Zachary, are looking forward to relocating to Ann Arbor, Michigan, where Domino's is headquartered.

This article comes from Hotel News Resource

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