

CMO Spotlight: Steve Shannon

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San Diego

Marketing Accountability Standards Board
of the Marketing Accountability Foundation



EDO yext



Steve Shannon

About Steve Shannon



- Former CMO of Hyundai Motor America and 32-year veteran of the auto industry including Cadillac, Buick, Saab, and Saturn brands
- Led multiple Super Bowl, Oscar, Grammy and NCAA Football programs, and an award-winning integration with The Walking Dead
- Currently advisor to:
 - Yext digital knowledge management platform
 - Foursquare location data platform
 - EDO data science solution for optimizing linear TV through measuring search engagement
- Harvard Undergraduate and Columbia MBA

Thank-you!



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