

# Facebook appoints a new CMO

*Adweek* reports that Facebook has promoted Alex Schultz to chief marketing officer following the retirement of Antonio Lucio.

Schultz was Facebook's vice president (VP) of product growth, analytics and internationalisation for the brand prior to his promotion. He has served in several different roles at Facebook and started at the company in 2007 as an analyst, moving up through management and directorship roles to the VP position that he's held since 2014.

Read the full story [here](#).

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