

## Access to Experts



**Christa Carone**  
Chief Marketing Officer  
Xerox

Christa Carone is the chief marketing officer of Xerox Corporation. She was named to this position in September 2008, and was appointed a vice president of the corporation in May 2010. Carone is responsible for global marketing strategy and initiatives that include advertising, experiential marketing, public relations, internal communications, integrated campaigns, interactive and social marketing, and the Xerox Foundation. She is also the steward of the company's brand, leading global activities that serve to protect the value of the Xerox name and multi-billion dollar brand. In September 2009, Carone led the multi-stakeholder communication strategy for Xerox's \$6 billion acquisition of Affiliated Computer Services, the largest acquisition in Xerox's history. One year later, the company launched its most significant marketing campaign in decades to shift legacy perceptions of the brand now that Xerox is the world's leading enterprise for business process and document management. Prior to the CMO role, Carone was vice president of global communications, leading Xerox's public relations, internal and corporate communications, and community relations initiatives. She was the company's chief PR strategist and spokesperson during Xerox's turnaround period in the early 2000s. During that time, Carone led the public relations efforts for all corporate matters including leadership changes, divestitures, financing transactions, governance, and other highly visible corporate affairs. Carone joined Xerox in 1996 as communications manager for the company's manufacturing and supply chain division. She was named corporate media relations manager in 1998 and head of corporate public relations in 2001. In July 2007, she broadened her role to include all worldwide public relations activities and was named to head up Xerox's newly created Global Communications organization. Prior to joining Xerox, Carone managed communications and public affairs for health care companies in Rochester, N.Y., and Baltimore. She received a bachelor's degree in communications from the State University of New York, College at Geneseo. She is a board director of the Ad Council, a member of the Arthur Page Society, an advisory board member for the Center for Reputation Management at Drexel University, and a board director of the software company, etouches. In 2010 and 2011, Carone was named one of the best marketers of the year by BtoB Magazine and, in 2011, she was honored by the Advertising Women of New York for innovative brand marketing.

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