



Marla Rappaport
Brand Marketing
Kimberly-Clark

Marla Rappaport has been in brand marketing at Kimberly-Clark for over three years and is currently in Brand Planning and Execution on the KLEENEX® Brand. In this role, she initiated and led the first ever standalone Hispanic program on the brand. She has also driven Hispanic programming and strategy for the SCOTT® Brand. During her time at KC, she has held both front-end and consumer roles.

Marla holds a BA in Political Science from the University of Rochester, and an MBA in Brand Management from Washington University in St Louis. Growing up in Endicott, New York, she now resides in Neenah, Wisconsin. In her spare time, Marla enjoys exercising, yoga, theater and wine tasting.

MONDAY, August 9, 1:45 p.m.
Direct Mail Panel – Concurrent Session 4A
Targeting Latino Shoppers with a Measurable ROI

