



THE FAST PITCH

PITCH PERFECT INTEL

REBECCA VAN DYCK, AIRBNB

Chief Marketing Officer since June 2025

CAREER TRACK

2020 – 2024

VP of Consumer and Brand Marketing
Meta

2012 – 2020

CMO
Oculus VR (acquired by Facebook)

2009 – 2012

Global CMO
Levi's

Earlier roles

Apple; Wieden+Kennedy

HIRING RATIONALE

- **Luxury + Tech Fusion:** Van Dyck has led brand-defining work at Apple, Levi's, and Meta, blending iconic storytelling with digital fluency.
- **Brand Platform Pro:** Known for large-scale brand campaigns that humanize tech and scale culture.
- **Global Execution:** Brings international experience launching cohesive campaigns across multiple markets.
- **Design Ally:** Familiar with founder-driven, design-forward organizations—aligns well with Chesky's vision.

PITCH PERFECT PERSPECTIVE

The Situation

Rebecca Van Dyck joins Airbnb at a moment of redefinition. With the platform evolving beyond home rentals, CEO Brian Chesky has framed this next phase as Airbnb's "chapter two"—focused on design, discovery, and end-to-end travel experiences. Van Dyck's role will be to translate that ambition into a brand platform that scales creatively and emotionally.

Strategic Context

Airbnb is deepening its lifestyle positioning—revamping Experiences, launching concierge-style trip planning, and rethinking its app interface. Van Dyck brings brand-building chops from Apple, Facebook, and Levi's, where she led emotionally resonant, globally consistent marketing. Her mandate now: fuse Airbnb's product roadmap with storytelling that inspires loyalty and cultural relevance. Her background suggests a tilt toward elegance, restraint, and editorial

voice—potentially elevating Airbnb's identity at a time when product sprawl could dilute it.

Competitive Environment

Airbnb's rivals are no longer just hotels. Google owns discovery, Expedia simplifies booking, and social platforms drive inspiration. To stand out, Airbnb needs to frame its offering as more than a stay—it's an ethos. Van Dyck's challenge will be to sharpen Airbnb's identity while aligning with Chesky's evolving vision of trust, belonging, and curated adventure.

Watch For

- Campaigns unifying Experiences and Stays under a single narrative.
- Product storytelling that feels editorial, aspirational, and pared back.
- Brand positioning that asserts lifestyle leadership, not just lodging.



THE FAST PITCH

PITCH PERFECT INTEL

JESSICA JENSEN, LINKEDIN

Chief Marketing and Strategy Officer since January 2025

CAREER

March 2021 – November 2024

Chief Marketing Officer, Indeed

November 2019 – January 2021

Chief Marketing Officer, OpenTable

September 2016 – April 2019

Head of Platforms, Products and Insights, Business Marketing, Facebook

Earlier Roles

Apple, Yahoo!, Boston Consulting Group

HIRING RATIONALE

Platform-Proven: Brings scaled marketing and strategic leadership from Indeed, Facebook, and Apple to LinkedIn's billion-user ecosystem.

Crisis-Tested Operator: Led teams through financial, political, and health crises with a steady focus on global execution and brand resilience.

Advocate and Architect: Known for championing women's advancement while building inclusive, high-performance marketing cultures.

PITCH PERFECT PERSPECTIVE

The Situation

Jessica Jensen steps into LinkedIn's top marketing seat following the departure of Melissa Selcher, who had led the function since 2020. Jensen inherits a platform with one billion users and a complex brand mandate spanning B2B advertising, job search, and professional identity—all amid economic uncertainty and internal restructuring.

Strategic Context

Jensen's dual remit—global marketing and corporate strategy—signals LinkedIn's intent to tighten the integration between brand presence and business direction. As CMO at Indeed, she managed similar terrain across product, acquisition, and comms. At LinkedIn, she'll be tasked with building unified narratives around AI, creator strategy, and workforce transformation, while stabilizing an organization reshaped by layoffs and leadership change.

Competitive Environment

LinkedIn is repositioning as a "video-first" platform, pushing into the B2B creator economy with BrandLink and vertical video formats. This pits the company not just against traditional career sites but also platforms like YouTube, TikTok, and Meta for B2B ad dollars. With Gen Z and millennial professionals now the dominant buyer segments, tone, storytelling, and cultural relevance are core battlegrounds.

Watch For

- **AI Narrative Ownership:** Expect Jensen to shape how LinkedIn tells its story on automation and opportunity.
- **B2B Influencer Flywheel:** Expansion of creator partnerships and video-based brand integrations
- **Global Reset:** A more unified voice and strategy as LinkedIn recalibrates after workforce and org changes.

PROSPECT DOSSIERS FOR THE WIN. STEVE@PITCHPERFECTINTEL.COM