

Twitter's CFO tackles marketing, too

[The Drum](#) calls Twitter's reported appointment of its chief financial officer (CFO), Anthony Noto, to handle its marketing operations, "a surprising twist" in the social media brand's search for its next chief media officer (CMO).

But it's *The Verge* that allegedly [broke the news](#), pointing out that Noto may not be the best choice to handle Twitter's marketing operations, as he's best known for a DM fail, in which he exposed a planned acquisition.

It may not be the best timing either, as [Fast Company](#) calls this "a pivotal moment in Twitter's history", with the company struggling to market itself to new users and demonstrate growth to its investors.

[Click here](#) to read the Nasdaq's review of the development and [here for Marketing Interactive's overview](#) of whether a finance man can lead Twitter's marketing.

For more, visit: <https://www.bizcommunity.com>