

American Marketing Association Releases Season 8 of Marketing / And Podcast

Season 8 Theme = Acceleration through Fear

*First episode of season 8 available
Wednesday, September 9, 2026*

CHICAGO, IL, UNITED STATES,
September 9, 2026 /EINPresswire.com/
-- The American Marketing Association (AMA) released Season 8 of its podcast, Marketing / And, which is hosted by AMA's CEO, Bennie F. Johnson. For season 8 of Marketing / And, AMA will release a new episode each Wednesday, starting September 9 through December 23. Episode 1 of season 8 goes live on Wednesday, September 9, 2026, featuring the Co-Founder of Court Avenue, Daniel Khabie.



Tune in and be part of the discussion with Chief Marketing Officers and Executive Marketers:
[listen to a new episode of Marketing / And here.](#)

“When the ground moves beneath us, the natural instinct is hesitation. In our conversations for Season 8 of the podcast, we’re seeing the exact opposite. Leaders are using that edge to move faster and bolder than ever before. I’m thrilled to bring you a new season of Marketing / And focused on how we transform market uncertainty into unstoppable momentum.” said AMA CEO, Bennie F. Johnson.

Explore the new season □ [listen to Marketing / And Season 8.](#)

Season 8 Episodes:

- Daniel Khabie, Co-founder of Court Avenue
 - o Release date: Wednesday, September 9, 2026
- Susan Westwater, Co-Founder of Pragmatic Digital
 - o Release date: Wednesday, September 16, 2026

- Ulli Appelbaum, Founder of First the Trousers Then The Shoes
 - o Release Date: Wednesday, September 23, 2026
- Sean Greenwood, Vice President of Public Relations for Ben & Jerry's
 - o Release Date: Wednesday, October 7, 2026
- John Cardone, Vice President of Marketing and Communications at Carlow University
 - o Release Date: Wednesday, October 14, 2026
- Michael Vajda, President & Managing Director for Elevate Global's North American Operations
 - o Release Date: Wednesday, October 21, 2026
- Arielle C. Baril, the Founder and Creative Director of Rielle and Dr. Denise Gravatt, Assistant Director of Communications for the College of Business at Florida Atlantic University
 - o Release Date: Wednesday, October 28, 2026
- Kerel Cooper, Chief Marketing Officer at MarketCast
 - o Release Date: Wednesday, November 4, 2026
- Dr. Vanitha Swaminathan, Thomas Marshall Professor of Marketing and Associate Dean for Research and Strategic Initiatives at the University of Pittsburgh
 - o Release Date: Wednesday, November 11, 2026
- Dimi Albers, Global Chief Executive Officer of DEPT®
 - o Release Date: Wednesday, November 18, 2026
- Shane Coker, SVP of Marketing at Osano
 - o Release Date: Wednesday, December 2, 2026
- Paula Beadle, CEO of the Sponsorship Marketing Association
 - o Release Date: Wednesday, December 9, 2026
- Ajit Mohan, Chief Business Officer at Snap
 - o Release Date: Wednesday, December 16, 2026
- Britta Larson, Brand Principal at Conscious Minds Studios
 - o Release Date: Wednesday, January 13, 2027
- Rob Volpe, CEO and Founder, Empathy Activist, LLC
 - o Release Date: Wednesday, January 20, 2027

AMA's Marketing / And is available on AMA.org(<https://www.ama.org/marketing-and-podcast-with-bennie-f-johnson/>), Apple(<https://podcasts.apple.com/us/podcast/ama-marketing-and-with-bennie-f-johnson/id1722664630>), Spotify(<https://open.spotify.com/show/0h6y76fTNffTrInTWMpnEN>), Simplecast(<https://ama-marketing-and-with-bennie-f-johnson.simplecast.com/>), YouTube(<https://www.youtube.com/@AmaOrgMktg>) and wherever you listen to your podcasts.

Interested in joining us for a conversation? Send AMA an email(agwiazdowski@ama.org) to learn more.

About the American Marketing Association (AMA)

As the leading global professional marketing association, the AMA(<https://www.ama.org/>) is the essential community for marketers. From students and practitioners to executives and academics, we aim to elevate the profession, deepen knowledge, and make a lasting impact. The

AMA is home to five premier scholarly journals including: Journal of Marketing(<https://www.ama.org/journal-of-marketing/>), Journal of Marketing Research(<https://www.ama.org/journal-of-marketing-research/>), Journal of Public Policy and Marketing(<https://www.ama.org/journal-of-public-policy-marketing/>), Journal of International Marketing(<https://www.ama.org/journal-of-international-marketing/>), and Journal of Interactive Marketing(<https://www.ama.org/journal-of-interactive-marketing/>). Our industry-leading training events and conferences define future forward practices, while our professional development and PCM® professional certification(<https://www.ama.org/certifications/>) advance knowledge. With almost 70 chapters and a presence on 350 college campuses across North America, the AMA fosters a vibrant community of marketers.

The association's philanthropic arm, the [AMA's Foundation](#), is inspiring a more diverse industry and ensuring marketing research impacts public good. The AMA Foundation strengthens and elevates the marketing profession by advancing knowledge, building a global community of marketing leaders, and supporting marketing initiatives that drive innovation and societal impact.

AMA views marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. You can learn more about AMA's learning programs and certifications, conferences and events, and scholarly journals at AMA.org(<https://www.ama.org/>).

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