



NEWS RELEASE

Masco Corporation Appoints Brad Hiranaga as Chief Marketing Officer to Accelerate Enterprise Growth Strategy

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New executive role aligns marketing, commercial excellence, digital acceleration and customer capabilities to strengthen Masco's growth strategy

LIVONIA, Mich.--(BUSINESS WIRE)-- Masco Corporation (NYSE: MAS) today announced the appointment of Brad Hiranaga as Chief Marketing Officer. Hiranaga will report directly to President and Chief Executive Officer Jon Nudi and serve as a member of the company's Executive Committee.

The newly created role reflects Masco's continued focus on strengthening the capabilities that drive long-term growth across its portfolio of trusted brands. By aligning marketing, commercial excellence, digital acceleration and customer capabilities under a single executive leader, Masco is strengthening its enterprise growth platform, creating greater opportunities to leverage insights, scale best practices and accelerate innovation across its businesses.

"Brad is an exceptional leader with a proven ability to build iconic brands while helping organizations transform how they grow," said Jon Nudi, President and Chief Executive Officer of Masco. "His combination of strategic vision, commercial leadership and customer-first thinking makes him the ideal leader to help strengthen our capabilities and accelerate Masco's next phase of growth. We are thrilled to welcome him to our leadership team."

As Chief Marketing Officer, Hiranaga will lead Masco's enterprise brand growth strategy, overseeing marketing, commercial excellence, digital acceleration and customer capabilities that strengthen brands, deepen customer and consumer insights, enhance commercial effectiveness and create long-term value across the company.

Hiranaga brings more than 25 years of experience leading brand growth, business transformation and customer strategy across the consumer products, hospitality and outdoor industries. He joins Masco from Marriott International, where he served as Senior Vice President, Global Brand, Experience & Design. Prior to Marriott, Hiranaga spent more than 15 years at General Mills in senior brand leadership roles before ultimately serving as Chief Marketing Officer. He later served as Chief Brand

Officer at high-growth outdoor brand Cotopaxi.

Throughout his career, Hiranaga has built iconic brands, developed high-performing organizations and helped companies transform how they grow by combining customer insights, innovation, digital capabilities and commercial excellence. He has been recognized as one of Forbes' Most Influential CMOs and Business Insider's Most Innovative CMOs. He also serves on the Board of Directors of Vimergy, a direct-to-consumer wellness company.

"Masco is home to an outstanding portfolio of trusted brands with tremendous opportunities for continued growth," said Hiranaga. "I'm excited to partner with Jon, the Executive Committee and teams across the company to strengthen our brands, deepen customer understanding, accelerate commercial and digital capabilities, and help create long-term value for our customers, consumers and shareholders."

Headquartered in Livonia, Michigan, Masco Corporation is a global leader in the design, manufacture and distribution of branded home improvement and building products. Our portfolio of industry-leading brands includes Behr® paint; Delta® and hansgrohe® faucets, bath and shower fixtures; Liberty® branded decorative and functional hardware; and HotSpring® spas. We leverage our powerful brands across product categories, sales channels and geographies to create value for our customers and shareholders. For more information about Masco Corporation, visit www.masco.com.

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