# Kate MacNevin drives Stein’s bold shift towards creative, influencer-led B2B marketing



Kate MacNevin's tenure as the global chief executive of Stein is transforming the agency's landscape, particularly within the bustling realm of B2B marketing. Since her appointment in January, MacNevin has undertaken a comprehensive rebranding initiative, transitioning from the former ‘Stein IAS’ to the simply ‘Stein’. This new identity embodies a clear ambition: to position the agency as a leading force in the B2B sector, striving to carve out a distinct niche among its competitors.

Central to MacNevin's strategy is a focus on innovation and creativity. Speaking to The Drum at the agency's London headquarters, she emphasised the need for B2B brands to transcend their historical reliance on functionality and product-centric messaging. “For too long, B2B has been very functional and product-driven. Right now, we’re seeing incredible conversations with B2B CMOs for an up-levelling of creativity and driving emotion,” she noted, setting the stage for a more engaging approach to B2B marketing.

In a notable alignment with industry trends, Stein is initiating a bespoke influencer practice tailored for the B2B market. MacNevin projects that influencer marketing spend in this domain could rise significantly—from under 5% to 20% of overall budgets in the coming years. This pivot reflects insights drawn from a recent Ogilvy survey, which highlighted that 75% of B2B businesses are already leveraging influencers to enhance their marketing efforts, with 93% of CMOs expressing plans to increase their use of such strategies. The effectiveness of these campaigns is evident, with findings suggesting that B2B influencer initiatives outperform traditional brand-only marketing in terms of performance metrics.

Moreover, MacNevin underscored the depth of data available in the B2B sector, positioning it as a leader in measurement practices. This advantage allows B2B marketers to closely track marketing-qualified leads and sales outputs, thus providing compelling justifications for investments in influencer content. “B2B is leading in this [measurement] because we have the right data,” she remarked, demonstrating a keen understanding of how data can bridge the gap between brand strategy and demand generation.

The potential of influencer marketing in the B2B arena is being further amplified by platforms like LinkedIn, which has evolved into a central hub for B2B interactions. With agencies reporting soaring investments in LinkedIn advertising, it is evident that both brands and influencers are capitalising on the professional network's capabilities to forge deeper connections with decision-makers and industry leaders. This digital shift represents a significant opportunity for Stein as it seeks to embed itself at the forefront of this evolution, particularly as LinkedIn’s Creator Accelerator Program nurtures a new breed of B2B influencers.

MacNevin’s vision for Stein is not solely about adapting to current trends but also about leading them. Through initiatives like the 'brand to demand experience' framework—a collaboration with platforms such as WARC and LinkedIn—Stein is actively working to unify marketing and sales, addressing a long-standing rift that often hampers B2B success. “This is the right time for it because there’s so much pressure on delivering return on investment, and on driving efficiency for the business,” she stated, highlighting the emerging need for holistic strategies in B2B organisations.

In a rapidly evolving marketing landscape, MacNevin's leadership signals a paradigm shift towards a more integrated and emotionally resonant approach to B2B marketing. By championing creativity, leveraging influencer partnerships, and utilising data-driven insights, Stein is well-poised to navigate the complexities of the sector and emerge as a frontrunner in this new era of B2B engagement.

## Reference Map:

* Paragraph 1 – [[1]](https://www.thedrum.com/news/2025/05/29/100-days-stein-s-new-ceo-betting-big-b2b-influencers), [[2]](https://www.steinias.com/our-thinking/news/)
* Paragraph 2 – [[1]](https://www.thedrum.com/news/2025/05/29/100-days-stein-s-new-ceo-betting-big-b2b-influencers), [[4]](https://www.businessinsider.com/b2b-influencers-rise-key-findings-marketing-survey-2023-9)
* Paragraph 3 – [[6]](https://www.bloomberg.com/news/articles/2022-08-08/b2b-businesses-embrace-linkedin-influencer-marketing), [[5]](https://digiday.com/media/linkedin-emerges-as-a-serious-player-in-the-creator-economy/)
* Paragraph 4 – [[1]](https://www.thedrum.com/news/2025/05/29/100-days-stein-s-new-ceo-betting-big-b2b-influencers), [[3]](https://www.steinias.com/our-thinking/b2b-brand-summit-interviews-2024/)
* Paragraph 5 – [[1]](https://www.thedrum.com/news/2025/05/29/100-days-stein-s-new-ceo-betting-big-b2b-influencers), [[2]](https://www.steinias.com/our-thinking/news/)

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## Bibliography

1. <https://www.thedrum.com/news/2025/05/29/100-days-stein-s-new-ceo-betting-big-b2b-influencers> - Please view link - unable to able to access data
2. <https://www.steinias.com/our-thinking/news/> - Stein IAS, a leading B2B marketing agency, has been actively enhancing its brand presence and service offerings. In October 2024, Kate MacNevin was appointed as the Global CEO of Stein IAS and Executive Chair of MSQ B2B, aiming to drive global growth for the agency. The agency has also developed the industry-first Brand-to-Demand Experience (BDX) playbook in collaboration with WARC and LinkedIn to increase B2B marketing effectiveness. Additionally, Stein IAS has elevated its partnership with 6sense to drive B2B revenue growth, becoming one of seven 'Teal' Strategic Global Partners offering unified AI-powered Brand-to-Demand experiences. These initiatives reflect Stein IAS's commitment to innovation and leadership in the B2B marketing sector.
3. <https://www.steinias.com/our-thinking/b2b-brand-summit-interviews-2024/> - At the Global B2B Brand Summit, Stein IAS's Global President Craig Duxbury engaged with leaders from prominent B2B brands to discuss strategies for building brand strength, go-to-market approaches, and media innovation. Interviews featured Nicole German, Global CMO of Commercial Banking and Global Banking & Markets at HSBC; Lisa Maxwell, VP of B2B Marketing at Mastercard; Kate Rundell, Global Head of Central Marketing at Amazon Business; and Heidi Grassi, VP of Brand Marketing and CX Insights at S&P Global. These discussions provided valuable insights into the evolving landscape of B2B marketing and the importance of integrating brand and demand strategies.
4. <https://www.businessinsider.com/b2b-influencers-rise-key-findings-marketing-survey-2023-9> - A recent survey by Ogilvy revealed a significant rise in the use of B2B influencers within marketing campaigns. The study found that 75% of B2B businesses are already leveraging B2B influencers, such as CEOs, academics, and doctors, in their marketing efforts. Additionally, 93% of Chief Marketing Officers (CMOs) plan to increase their usage of B2B influencers, indicating a growing recognition of their value in driving marketing performance. The survey also highlighted that 67% of B2B influencer campaigns had a greater impact on brands' marketing performance compared to brand-only campaigns, underscoring the effectiveness of incorporating influencers into B2B marketing strategies.
5. <https://digiday.com/media/linkedin-emerges-as-a-serious-player-in-the-creator-economy/> - LinkedIn has emerged as a significant platform in the creator economy, with B2B influencer marketing gaining traction. Agencies like Cherry Lane have seen clients increase their LinkedIn ad spend from tens of thousands in 2024 to hundreds of thousands in 2025. LinkedIn's Creator Accelerator Program, launched in 2021, has been instrumental in encouraging creators to utilise the platform, contributing to its growth as a hub for B2B influencer marketing. This shift reflects a broader trend of brands recognising the value of LinkedIn influencers in reaching professional audiences and enhancing brand visibility.
6. <https://www.bloomberg.com/news/articles/2022-08-08/b2b-businesses-embrace-linkedin-influencer-marketing> - B2B businesses are increasingly embracing LinkedIn influencer marketing to reach professional audiences. Experts like Bernard Marr, with degrees in business, engineering, and information technology, have attracted significant followings on social media platforms, including LinkedIn. Companies such as IBM, Microsoft, and Google have partnered with these influencers to drive sales and enhance brand visibility. This trend highlights the growing importance of leveraging LinkedIn's professional network for B2B marketing strategies, as brands recognise the platform's potential in connecting with decision-makers and industry leaders.
7. <https://www.steinias.com/our-thinking/news/> - Stein IAS, a leading B2B marketing agency, has been actively enhancing its brand presence and service offerings. In October 2024, Kate MacNevin was appointed as the Global CEO of Stein IAS and Executive Chair of MSQ B2B, aiming to drive global growth for the agency. The agency has also developed the industry-first Brand-to-Demand Experience (BDX) playbook in collaboration with WARC and LinkedIn to increase B2B marketing effectiveness. Additionally, Stein IAS has elevated its partnership with 6sense to drive B2B revenue growth, becoming one of seven 'Teal' Strategic Global Partners offering unified AI-powered Brand-to-Demand experiences. These initiatives reflect Stein IAS's commitment to innovation and leadership in the B2B marketing sector.