

Melissa Waters latest exec to exit Meta

Just a year and a half after joining Meta as Instagram global VP of Marketing, Melissa Waters is leaving the company.



Instagram global VP of Marketing, Melissa Waters

She joined the company in June 2020, replacing Gedion Alouda who left after a year at the brand.

Her departure follows a number of high profile executives exiting the company, as Facebook transits its corporate branding and organisation around a “metaverse” future.

Early December David Marcus, who leads crypto unit Novi, announced he was leaving the company. Following on his heels was Meta’s current chief of the Messenger division, Stan Chudnovsky, who stated he would leave the company at “some point in Q2 of next year”.

Previously Waters was CMO at Hims & Hers, the wellness and fitness start up. She was responsible for brand and product marketing for Instagram’s more than one billion monthly users.