

THE GLOBAL//TITANS

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★★★★★ The Most ★★★★★

**Influential Leader in
B2B Marketing and Growth**

– 2026

Evan Hughes

SVP of Marketing
Refine Labs

Building Clarity, Trust, and Durable
Growth in **Modern B2B Marketing**



A large, modern semiconductor manufacturing facility. In the foreground, two workers, a man and a woman, both wearing white hard hats and high-visibility yellow safety vests with reflective stripes, are looking at a control panel on a piece of machinery. The woman is pointing at the screen. In the background, several large yellow robotic arms are visible, working on a production line. The factory has a high ceiling with industrial lighting and structural beams.

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FROM EDITOR'S DESK

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At *The Global Titans*, we believe the most influential leaders in B2B marketing are those who understand that sustainable growth is built on clarity, trust, and authentic leadership. That is why we are proud to feature **Evan Hughes**, *The Most Influential Leader in B2B Marketing and Growth – 2026*.

As SVP of Marketing at Refine Labs, Evan brings a perspective shaped not only by marketing expertise, but by a personal journey that taught him to challenge perfectionism and lead with greater confidence and authenticity.

What distinguishes Evan's approach is his belief that leadership is not about appearing perfect, but about trusting what you know, acknowledging what you do not, and having the courage to show up as yourself. His experiences with corporate expectations and personal loss helped him understand that professional output should never define personal worth. That clarity has shaped the way he approaches marketing, leadership, and the relationships that drive meaningful growth.

For readers of *The Global Titans*, Evan Hughes represents a modern approach to marketing leadership one built on authenticity, self-awareness, and durable growth rather than performance alone. His story is a reminder that meaningful leadership begins when individuals stop trying to fit a predetermined mold and start leading from a place of clarity and conviction.

Jake Miller | Editor-in-Chief | The Global Titans

”



3 E's That Define Us

Excellence



The Future We See

At The Global Titans, we elevate visionary individuals and organizations by amplifying their impact, transforming success into influence, and turning bold ideas into lasting progress.

Excellence: We pursue the highest standards in everything we create. From storytelling to strategy, our work reflects precision, integrity, and an unwavering commitment to quality.

Empowerment: Every brand has a voice and every leader has a story. We listen deeply, collaborate meaningfully, and help our partners rise with confidence and clarity.

Evolution: Growth is constant and so are we. We embrace change, innovate fearlessly, and continuously evolve to stay ahead in a rapidly shifting world.

3 E's

Empowerment



Evolution



How We Power Stories Through Teamwork

At The Global Titans, every impactful story is shaped through collaboration. Our editorial, creative, research, and strategy teams work as one unified force, blending insight with imagination. Driven by trust, transparency, and shared ambition, we ensure every story we publish is powerful, purposeful, and built to endure.

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PARIS, FRANCE

The Timeless City of Light

STREETNOG

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(EVERYTHING IS x7 IN A DOG'S LIFE)

ADOPT

FAWNA.

PREMIUM DOG FOOD





Evan Hughes

Building Clarity, Trust, and Durable Growth in Modern B2B Marketing

For Evan Hughes, leadership began with a lesson that many people spend years trying to unlearn: perfectionism is not a standard, it is a ceiling. That realization changed the way he sees success, confidence, and the role of a leader. In his view, confidence is not about being perfect. It is about trusting what you know, being honest about what you do not, and showing up as yourself. The leaders he respects most are not the polished ones. They are the ones who are real.

That mindset did not arrive all at once. It was shaped by years spent trying to fit a corporate mold, by moments of personal loss, and by the quiet realization that self-worth and professional success cannot be the same thing. For Evan, the shift came when he stopped confusing output with worth. That change made him a better leader and, more importantly, a better person.





Evan Hughes



SVP of Marketing



Refine Labs



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Early lessons in pressure, clarity, and self-trust

Evan's early career was not glamorous. It started with cleaning offices in high school and waiting tables in college to pay tuition. Those jobs taught him how to read people, figure out what they actually need, and bring order to chaos. Later, he taught himself paid search on YouTube, applied for a coordinator role he found on Craigslist, and stepped into the door that led him toward a career in marketing and growth.

The path that followed included Walgreens, sales at Microsoft, and strategy at AWS. Each step added rigor. AWS, in particular, sharpened how he handles pressure. Writing detailed documents, defending ideas in reviews, and having his thinking critiqued in real time taught him something useful: the goal is not to defend your thinking, it is to get to the right answer. Stay focused on what matters. Be the point of clarity, not a source of confusion.

When personal loss reset everything

A few years ago, Evan was promoted into a larger leadership role with a bigger team and more scope. At the same time, a family member was seriously ill. He was trying to hold both things together, the professional momentum and what he believes at his core, which is family first, no exceptions.

Then his mom passed away.

That moment reset everything. He had to look honestly at what he was orienting his days around and what he actually valued. He is not less driven now. He simply no longer confuses professional output with personal worth. That shift sits at the center of his leadership today.



The Leadership Shifts That Shaped Evan

FOUR SHIFTS IN EVAN'S LEADERSHIP JOURNEY

1

FROM PERFECTIONISM TO SELF-TRUST



Letting go of the pressure to be perfect and learning to trust her own judgment.

FROM



TO



Never enough.
Always proving.



Good enough.
Deeply trusting.

2

FROM OUTPUT TO WORTH



Redefining success by separating her worth from her productivity.

FROM



TO



I produce,
therefore
I matter.



I am enough,
no matter
the outcome.

3

FROM NOISE TO CLARITY



Quieting the distractions to hear her own voice and make clear, confident decisions.

FROM



TO



Overwhelmed.
Reactive.
Unfocused.



Centered.
Intentional.
Aligned.

4

FROM VOLUME TO WHAT ACTUALLY MATTERS



Choosing depth over breadth and focusing on what creates real impact.

FROM



TO



Busy. Loud.
Spreading thin.



Focused. Meaningful.
Lasting impact.

How he thinks about pressure and patience

Evan is clear about when to slow down. In an AI-driven environment, execution has never been faster. That speed is useful, but it creates a risk. It can erode the why behind the work. People can execute without understanding. They can produce without thinking.

That is why he slows down on the philosophical work, strategy, positioning, and how people are trained. Those things require a pause. His team asks one question constantly: so what? If something has been built, written, or proposed, can it answer so what without the deck in front of it? If not, it needs more time. AI can produce the what. The why still requires a human who has thought it through.

A career shaped by rigor and rethinking the market

Evan's professional journey became more deliberate as he moved through different environments. At AWS, he learned what rigor looks like and how to communicate clearly under pressure. During the pandemic, he took real time to study the industry rather than just work inside it. That period changed how he saw B2B marketing and introduced him to Refine Labs and Megan Bowen, whose thinking shifted his perspective.

What changed most was his understanding of growth itself. He is wired for operations, systems, and structure, so the abstractness of marketing used to frustrate him. Over time, he began to see patterns.

The companies growing consistently were not necessarily running better tactics. They were thinking more clearly about their business, where they were in their maturity, what was blocking growth, and whether brand, demand, and expansion were working together or pulling apart.

For him, the shift was from more, more, more to less, but better, and in the right order. Quality is superior to volume, almost always.

Trust and performance are not in tension

Evan believes leaders often misunderstand trust and performance. In his view, they are not in tension. They reinforce one another.

He draws a distinction between mentors and managers. Managers create order-takers. Mentors build people who think and grow independently. When leaders focus only on performance metrics, they create compliance, not contribution. Output eventually suffers because creativity and initiative decline when people feel like they are just executing orders.

The best teams he has worked with had space to breathe, real PTO, room to reflect, and permission to push back. People give more of themselves when they feel trusted. They give only what is required when they feel managed. The difference between accountability and oversight shapes everything.

WHAT SUSTAINABLE GROWTH REQUIRES

Sustainable Growth is Built on Predictability

1

Honest Definitions

Clear Funnel Language

2

3

**Real Intent, Not
Vanity Activity**

4

**Measurable Outcomes,
Not Just Dashboards**

WHAT WILL MATTER MOST NEXT

The future belongs to B2B companies that earn trust, bring clarity, and create real impact.

THE NEXT B2B ADVANTAGE



Evan Hughes has built his leadership on rigor, honesty, and the willingness to keep questioning what success is supposed to look like. He moved from perfectionism to self-trust, from output to worth, and from volume to clarity. In a market crowded with noise, his work stands for something steadier: trust, thoughtful strategy, and growth that can survive beyond one strong voice.

Why modern B2B growth needs more human connection

Evan thinks B2B marketing loses human connection when conversations are replaced with automation and called scale. He has spent years inside teams optimizing for reach, more emails, more workflows, more nurture sequences. But most buyers do not wake up hoping to enter a nurture sequence.

The more automated marketing becomes, the more valuable a real human interaction is. Trust does not get built through campaigns. It gets built through conversations, through honest engagement with the actual challenges someone is trying to solve. He also notes that B2B marketing has a sameness problem. Everyone sounds like everyone else. The messaging is polished, the positioning is risk-managed, and none of it feels like a real person who understands the situation.

Growth that lasts, not growth that only looks good

One of Evan's clearest ideas is that sustainable growth requires predictability and honest definitions. Too many companies define funnels differently, which makes pipeline reporting nearly meaningless unless everyone agrees on what is actually being measured.

He believes sustainable growth means anchoring definitions. A qualified opportunity should not be whatever sales decides to log. It should have a trailing win rate that reflects real intent. Most dashboards report activity. Sustainable growth requires understanding outcomes. That same logic explains why so many companies scale noise before clarity. Boards and VCs often push a traditional mental model, more revenue means more leads, more campaigns, more volume.

But you cannot increase revenue by fifty percent with a flat budget simply by finding more leads. The real question is what has to be true across the funnel to hit the goal. Sometimes the answer is not more volume. It is better qualification, better positioning, and better conversations.

The future of marketing belongs to trust

Heading into 2026 and beyond, Evan believes trust will become the scarcest resource in marketing. AI makes content easier to produce for everyone, which means information is everywhere and the signal-to-noise ratio gets worse. Buyers will rely more on credibility signals, the people and organizations they already trust, to navigate decisions.

He also sees buyers completing more research independently before speaking with sales. That means marketing has to support decision-making earlier and more honestly. The leaders who thrive will connect brand, demand, and expansion into a coherent business strategy, not just run programs.

Advice for emerging leaders

Evan's advice is rooted in self-awareness. The first question every emerging marketing leader should sit with is whether they are solving the actual problem or just getting better at managing the symptoms.

That question captures his leadership philosophy well. No amount of optimization fixes a foundational problem. If strategy is unclear, positioning is weak, or the customer experience is broken, layered tools and dashboards only create the illusion of progress. The hardest part is admitting the real problem has not been solved yet. But that honesty is the only honest starting point.

Cover Story





5 Key Takeaways from Evan's Inspiring Career

1. **One leadership habit that has most contributed to your growth:**

Being willing to say "I was wrong."
Curiosity has served me better than certainty.

2. **One personal value that has been tested most:**

Integrity is easy when everything is going well.
What truly defines you is how you handle missed targets and difficult conversations.

3. **One challenge marketing leaders must prepare for:**

Helping buyers make sense of the noise.
Information abundance is already here.
Clarity is the differentiator.

4. **One mindset shift that changed how you view growth:**

You can't out-market a business problem.
Marketing is powerful, but it can't fix something foundational.

5. **One book or idea every marketer should explore:**

Jobs to Be Done. Stop building personas.
Understand the situation that creates the purchase.



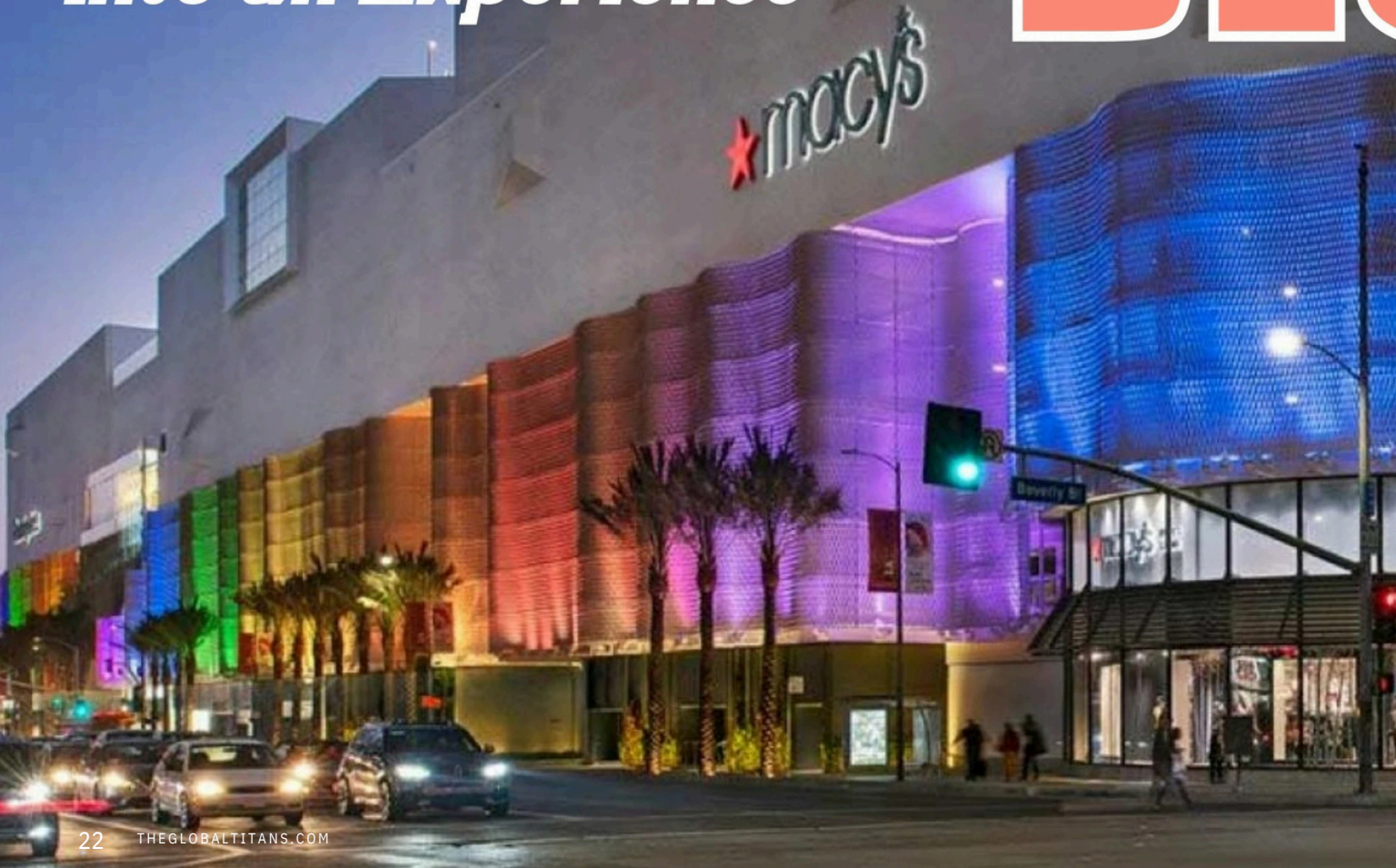


MAKING
GREAT
FRIENDS

AMERICA

BEST

*Where Shopping Turns
Into an Experience*





A'S ST MALLS

Experience the Biggest and Best Shopping Malls in the U.S.: A Shopper's Ultimate Guide In the world of shopping, bigger often means better. But in the case of the largest shopping malls in the U.S., “big” takes on a whole new meaning. These malls are not just places to shop—they’re massive entertainment complexes that offer everything from world-class dining to thrilling amusement parks. Whether you’re a fashion fanatic, a family looking for a fun day out, or simply curious about what makes these malls so unique, we’ve got you covered. Let’s dive into the largest malls across the U.S. and explore what makes them a must-visit.

What Makes a Mall “The Largest”?

When it comes to ranking malls by size, several key factors come into play:

- Retail Space: The amount of shopping area, measured in square feet, shows how vast a mall really is.
- Number of Stores: Bigger malls often house hundreds of stores, providing an extensive variety of shopping choices.
- Entertainment & Attractions: From roller coasters to aquariums, these malls offer much more than just shopping.
- Visitor Traffic: Popular malls attract millions of visitors every year, making them key destinations in the U.S.



**Size: 5.6
million
sq. ft.**

**Stores:
520+**

**Annual
Visitors:
40 million**

The 7 Largest Shopping Malls in the U.S. You Need to See

Ready to explore the largest shopping malls in the U.S.? Here's a look at the top 7 that stand out for their sheer size and incredible offerings.

**1. Mall of America
(Bloomington, Minnesota)**

Why It's Unique:

- The shopping center features multiple retail stores and an amusement park which can be accessed without going outside. The Mall of America creates this kind of extraordinary experience for visitors.
- A major attraction within the Mall of America visitors can experience Nickelodeon Universe which brings roller coasters and diverse amusement park attractions suitable for families and young guests.
- The Minnesota SEA LIFE Aquarium hosts thousands of aquatic creatures among which you can find sharks and sea turtles.
- Among the many entertainment facilities at the location you can find mini-golf alongside escape rooms along with a movie theater.

Pro Tip:

A full day at this location is necessary because of its vast offerings. Be sure to wear comfortable footwear together with stopping at their various dining eateries.

2. American Dream (East Rutherford, New Jersey)

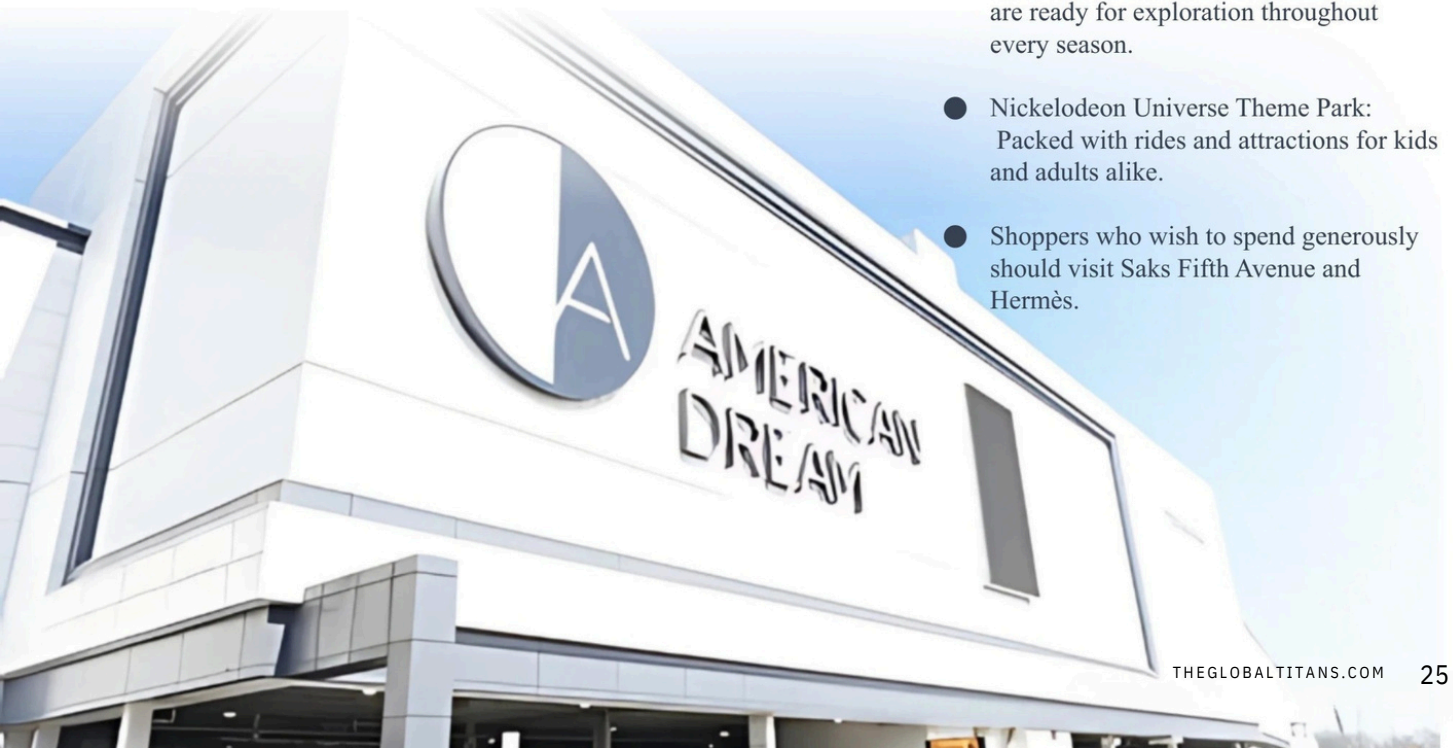
- **Size: 3 million sq. ft.**
- **Stores: 450+**
- **Annual Visitors: 40 million (projected)**

Pro Tip:

The attractions provide you with an entry but the shopping spots retain you afterwards. Online booking for park tickets will help you reduce both time commitment and bothersome procedures.

Why It's Unique:

- This mall redefines extravagance. The facility caters to both customer convenience and adventure-seeking individuals.
- DreamWorks Water Park: The largest indoor water park in North America.
- Big Snow gives visitors the chance to experience snow sports indoors throughout the year. The indoor slopes are ready for exploration throughout every season.
- Nickelodeon Universe Theme Park: Packed with rides and attractions for kids and adults alike.
- Shoppers who wish to spend generously should visit Saks Fifth Avenue and Hermès.



3. King of Prussia Mall (King of Prussia, Pennsylvania)



Why It's Unique:

Luxury lovers, rejoice! The East Coast shopping destination delivers shoppers both upscale stores and budget-friendly business options within its mix. Gucci, Louis Vuitton, Tiffany & Co. are among the prestigious brands in addition to mainstream product lines and labels. The restaurant scene at Dining Heaven offers both informal eateries together with gourmet dining edifices.

- **Size: 2.9 million sq. ft.**
- **Stores: 450+**
- **Annual Visitors: 25 million**

Pro Tip:

You can find an ideal shopping and dining balance during weekdays at this mall due to decreased crowds.

4. South Coast Plaza (Costa Mesa, California)



Why It's Unique:

- South Coast Plaza brings together elegant stores and cultural displays through its unique shopping and cultural experience.
- Luxury Brands: Chanel, Prada, and Rolex headline the list.
- Seasonal art exhibitions at the performing arts center elevate the cultural atmosphere of the area.
- Award-winning restaurants together with cafes form part of the Gourmet Dining experience at the mall.

Pro Tip:

Visiting the venue during their cultural events will enhance your encounter.

- **Size: 2.8 million sq. ft.**
- **Stores: 250+**
- **Annual Visitors: 24 million**

5. Del Amo Fashion Center (Torrance, California)

- **Size:** 2.6 million sq. ft.
- **Stores:** 200+
- **Annual Visitors:** 15 million



Why It's Unique:

- Fashion Center Del Amo showcases indoor and outdoor shopping within its contemporary architectural design.
- Variety of Brands: From high-end labels to everyday favorites.
- Leisure Options: Outdoor lounges, movie theaters, and diverse dining spots.

Pro Tip:

The outdoor sections of this shopping center present a peaceful atmosphere because they are elegantly lit up during evening hours.

6. Aventura Mall (Aventura, Florida)



Why It's Unique:

- The shopping center combines luxury trends with artistic expression in one location.
- Luxury Brands: Louis Vuitton, Burberry, and Cartier for a touch of glam.
- The Aventura Slide Tower combines a 93-foot-tall slide platform with an artwork masterpiece.
- Vibrant Dining Scene: From trendy cafes to gourmet restaurants.

Pro Tip:

The Slide Tower at Aventura offers spectacular photo opportunities for Instagram fans.

- **Size:** 2.7 million sq. ft.
- **Stores:** 300+
- **Annual Visitors:** 30 million

7. Sawgrass Mills (Sunrise, Florida)



Why It's Unique:

- Love a good bargain? You will find the most complete outlet mall experience at Sawgrass Mills.
- Sawgrass Mills offers discount stores featuring Nike and Michael Kors and Coach among other brands.
- An indoor rainforest-themed play area constitutes the themed entertainment at this establishment.
- Multiple culinary establishments await shoppers at this mall for their shopping trips.

Pro Tip:

Early arrival gives you access to empty shelves and affordable prices.

Final Thoughts: More Than Just Shopping:

Beyond its commercial purpose Sawgrass Mills presents itself as much more than just a shopping establishment. The biggest retail centers in America present shoppers with full entertainment experiences that extend past the advantages of shopping businesses. These locations provide visitors with everything they need for thrilling adventures and exclusive dining places followed by exclusive shopping opportunities.

You should visit one of these exclusive malls whenever you plan for outdoor activities. Your shopping trip will give you bags combined with priceless memories as your final takeaway.

- **Size:** 2.4 million sq. ft.
- **Stores:** 350+
- **Annual Visitors:** 30 million

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PARIS FRA

The Timeless City of Light



FRANCE

Have an adventure through the enchanting city of Paris in France. Paris, the City of Light, continues to captivate millions of international vacationers each year. A city where historical landmarks blend seamlessly with modern architecture, Paris offers a unique cultural experience. Whether you're a beginner or an experienced traveler, there's something for everyone in this timeless city. Let's take a journey through Parisian charm, exploring its history, art, culture, and culinary delights.

A City Steeped in History

Paris is rich with historical narratives, from its Roman roots to the events of the French Revolution and the Belle Époque era. Its streets tell the story of the past, offering a window into the city's fascinating evolution.

Why Visit Paris?

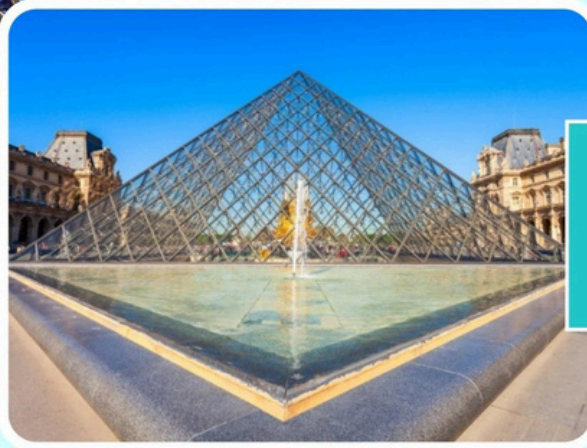


Iconic Landmarks



Eiffel Tower:

Constructed in 1889, the Eiffel Tower is a worldwide symbol of French engineering.



Louvre Museum:

Home to masterpieces like the Mona Lisa and Venus de Milo.

A Cultural Melting Pot

Montmartre District: Once home to iconic artists like Picasso and Van Gogh.

Cultural Hubs:

Opéra Garnier: A must-see for performing arts enthusiasts.

Cinémathèque Française: Celebrating the art of cinema.

A Culinary Paradise

Paris offers everything from buttery croissants to Michelin-starred dining. You'll find something to satisfy every palate.

Markets to Explore:

Marché d'Aligre and Marché des Enfants Rouges: Offering fresh produce and artisanal goods.

Top Attractions in Paris

The Eiffel Tower: A Symbol of Romance

No trip to Paris is complete without visiting the Eiffel Tower. Whether you admire it from Champ de Mars or ascend to its summit for breathtaking views, the Eiffel Tower is a must-see. At night, it sparkles with thousands of lights, creating a magical atmosphere.

The Louvre: A Treasure Trove of Art

The Louvre Museum, the largest art museum in the world, houses a vast collection of artwork from ancient Egyptian artifacts to Renaissance masterpieces. Due to its size, it's recommended to plan your visit in advance.

Notre-Dame Cathedral: A Gothic Masterpiece

Although the 2019 fire caused significant damage, Notre-Dame Cathedral remains a symbol of Paris's beauty and resilience. The Gothic architecture and stained glass windows are must-sees. The interior is currently closed for restoration, but the exterior and surrounding area are still worth a visit.

Hidden Gems in Paris

While Paris's popular landmarks are a must-see, the city is also home to many off-the-beaten-path attractions that are worth exploring

Montmartre: The Artistic Heart of Paris

Montmartre's winding streets and artistic heritage make it a must-visit for anyone interested in Paris's bohemian side. From Sacré-Cœur Basilica's panoramic views to the artists selling their work at Place du Tertre, it's a vibrant neighborhood.

The Seine River: A Scenic Stroll

A walk along the Seine River allows you to experience Paris from a different angle. The riverbanks are lined with historic buildings, charming bridges, and picturesque parks. A Seine River cruise offers a unique view of landmarks such as the Musée d'Orsay and the Grand Palais.

The Canal Saint-Martin

A peaceful oasis in central Paris, the Canal Saint-Martin is a favorite spot for locals, offering stylish cafes and boutiques. It's the perfect place to stroll or have a picnic along its scenic banks.



The Musée de la Chasse et de la Nature

For something unique, visit the Musée de la Chasse et de la Nature, which uses taxidermy and artwork to showcase the connection between humans and nature. This museum offers an intriguing and unconventional experience.

The Promenade Plantée

The Promenade Plantée is an elevated green space built on an old railway line, offering visitors a tranquil oasis with beautiful views of residential areas. You can enjoy the area on foot or by bike.

The Marché des Enfants Rouges

Paris's oldest covered market, the Marché des Enfants Rouges, dates back to the 17th century. It features a variety of food stalls, offering everything from Moroccan tagines to Japanese sushi, making it a great place to try diverse international dishes.

Embrace the Parisian Lifestyle

Spend time enjoying coffee at outdoor cafés, having peaceful lunches, and taking lovely evening walks. Paris offers an opportunity to fall deeply in love with its charm.

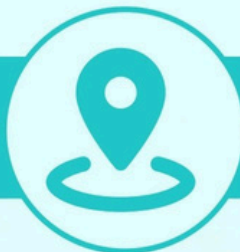
Additional Resources for Planning Your Trip

The Ultimate Guide: A comprehensive guide to classic and hidden Parisian attractions.

A Food Lover's Guide to Paris: Discover the best restaurants and markets in Paris.

Budget Travel Tips: Learn affordable strategies for exploring Paris.

Start planning your trip, pack your bags, and prepare to experience the eternal affection of Paris, a mesmerizing destination that leaves lasting memories.



Tips for a Unique Parisian Experience Explore Diverse Neighborhoods

PARIS

is waiting for
you – are
you ready
to explore?



The Marais: Known for its historic charm and vibrant LGBTQ+ culture.



Belleville: A multicultural and artistic neighborhood.



Take a Day Trip

Versailles Palace: Discover the extravagant royal gardens and palace.



Giverny: Visit the gardens that inspired Monet's masterpieces.

Conclusion:

The city of Paris in France remains permanently enchanting to its visitors. Paris represents a city with every possible delight starting from its historical roots to its cultural wonders and delightful food to its captivating charm. The city deploys its vast selection of experiences from appreciation of the Eiffel Tower to Louvre exploration as well as visits to undiscovered spots while enchanting all visitors. Prepare your suitcase while learning French because the City of Light will capture your affection.



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