



# WHY CEO & CMO

ALIGNMENT IS CRITICAL TODAY:

5  
CONSIDERATIONS

BY

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The last couple of years have given rise to an unprecedented amount of change. This has led to the need for the CEO and CMO to possess an enterprise-wide vision, change management skills, and a commitment to customer-centric thinking. For a company to thrive, it's more important than ever that a CEO and CMO are in alignment. Here are 3 reasons why:

## THERE IS POWER IN PURPOSE.

- COVID-19 and a focus on diversity and inclusion propelled us into an era of conscious consumerism. Data indicates that purpose-driven organizations are not only getting more attention but are also prompting consumer action.
- Purpose starts with the CEO, but its success is heavily reliant on the CMO. Quite simply stated, marketing is the direct line between a company and its brand and the consumers.
- Organizations need to demonstrate that their long-term commitment to their purpose guides their actions and the customer experience (CX) they offer.

## **SUCCESSFUL COMPANIES NEED TO BE CUSTOMER EXPERIENCE FOCUSED.**

- This requires a commitment to customer-centric thinking. To achieve this, the focus on CX needs to be understood and practiced throughout the organization.
- The CEO needs to allow the CMO adequate runway to foster the culture of CX necessary today.
- A CMO needs to have the CEO's support to build powerful relationships with other functions to develop and implement the systems, processes, and mindsets necessary to deliver the most relevant customer experiences.

## IT'S A **WIN-WIN** WHEN THE **CEO AND CMO** COLLABORATE AND **MUTUALLY SUPPORT** **EACH OTHER.**

- I've witnessed first-hand what can be achieved when a CEO and CMO are aligned, collaborate, and mutually support one another.
- Given the connection between CX and company growth, CMOs and CEOs need to continually work together to shape corporate strategy to align with customer needs and drive the bottom line.
- In turn, the CMO can bolster the CEO's goals and objectives, capitalize on opportunities that may have gone unrealized in the marketplace and demonstrate value to the board and shareholders.