



TOP 5 AREAS OF FOCUS FOR CMOS.

BY

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As the world has shifted, so too have the roles of the C-suite. This change is particularly pronounced in the CMO role. Beyond overseeing the marketing activities that typically come to mind, such as branding, advertising and digital technology, there are additional areas that CMOs absolutely need to get right.

1

ENSURE ALIGNMENT WITH CEO

More than ever before, the CMO and CEO need to be working in lockstep. Given the emphasis on customer experience (CX), a brand's purpose, values, and how they are communicated within and outside of the company, the CMO needs to be a CEO's right hand in helping guide the organization.

EMBRACE THE EXPANDING MANDATE OF THE CMO

COVID heightened the interconnected and symbiotic nature of the senior executive team. Today the CMO's mandate has both expanded and become more fluid. For example, a CMO can be called on as needed to step into the roles of a Chief Connection, Collaboration, and Innovation Officer.



3

PRIORITIZE PEOPLE

Above everything, companies need to prioritize caring for their employees, customers, and communities. It is no longer just within the CEO's mandate to drive an understanding of the role a company and brand plays within society. CMOs need to ensure the message of prioritizing people is communicated throughout the organization and to customers alike.

FOCUS ON CX

CX is more important than ever along with the ability to be agile and responsive to shifting customer needs. Quite simply stated, marketing is the direct line between a company and the consumers. The CMO possesses the ability to influence and communicate the marketing message throughout the organization, which will in turn influence the level of CX the organization is able to provide

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The reality for CMOs is, and will continue to be, one of continual change. While it's important for marketing to stay committed to their organization's values and purpose, CMOs need to be open to change if they want to be visionaries, capable of driving innovation, growth and delivering a high level of customer experience. The CMO plays a pan-organizational role in helping bring needed change to fruition.