



THE ROLE OF THE **CMO** TODAY

BY

DAVID POSTILL

C-suite roles have been changing over the past few years to reflect a natural redistribution of core competencies and responsibilities. Functional responsibilities now overlap or may be found in different areas of organizations. For example, what was a finance competency might now belong in HR. Or what was an IT competency might now be shared with marketing. COVID has further heightened the interconnected and symbiotic nature of the senior executive team.

While the evolving nature of the C-suite is certainly a relevant topic, over the next few weeks, I want to share my perspectives on how the CMO role plugs into the mix.

Especially as we're coming out of COVID, it's important to pause and reflect on where this role is headed. The competencies and skills of a CMO need to be fluid to keep pace with rapidly shifting business and customer expectations. Yet, it's equally important for current corporate structures to understand what marketing does and where it fits within the organization.

As a marketing leader, I've been passionate about exploring how organizations can truly leverage the value of this C-suite role. In the slide below, I've included some of the topics that I look forward to having a dialogue about. Happy to hear your thoughts!

THE ROLE OF CMO TODAY:

5

QUESTIONS TO CONSIDER

1

Beyond overseeing the marketing activities that typically come to mind, such as branding, advertising and digital technology, etc., what does the CMO role need to encompass today?

2

Why is CEO and CMO alignment so important?

3

Does the CMO need to be a visionary and change agent in our current environment?

4

A Spencer Stuart study indicated that CMOs are spending increasingly less time in their posts. Why is that?

5

Are companies truly leveraging the value of this C-suite role?

