CMO ROLE AS A GROWTH DRIVER:
From Brand Storyteller To Strategic Value Creator

OPTIMIZE THE SUPPLY CHAIN (currently only 7% are doing this)
DRIVE IN-STORE OPERATIONS (currently only 8% are doing this)
MAP GLOBAL EXPANSION (currently only 21% are doing this)

THEY FEEL MOST PREPARED TO DRIVE REVENUE IN THE NEXT 12 MONTHS

THEY WILL ALSO NEED TO ADVANCE CRITICAL SKILLS:

- Activate and cultivate audiences (currently only 10% are doing this)
- Obtain a real-time view of the customer (currently only 11% are doing this)
- Understand the entire product portfolio (currently only 19% are doing this)

FUNCTIONAL SILOS are the primary drivers of customer experience strategy
- PRODUCT AND SALES-CENTRIC THINKING are taking on the role of voice of the customer in their organization
- RISK-AVESS CULTURE are leveraging data and intelligence to drive decisions
- 55% are influencing technology stack innovation
- 47% are leading on the front lines of digital transformation

1. TALENTED TEAMS
2. CROSS-FUNCTIONAL ALIGNMENT
3. DATA AND INTELLIGENCE

THEY WILL ALSO NEED TO ADVANCE CRITICAL SKILLS:

- 44% are improving segmentation and targeting
- 67% are acquiring new customers
- 44% are updating and cross-selling

ABOUT THE STUDY
The insights within this infographic are based on a new CMO Council study, titled “CMOs and the Spark to Drive Growth: How do Marketing Leaders Intend to Drive the Growth Agenda?” The findings were gleaned from a survey of 191 marketing executives, conducted in partnership with Deloitte during Q1 and Q2 of 2018. For more information or to download the full report, please visit https://cmocouncil.org/thought-leadership/reports/cmos-and-the-spark-to-drive-growth

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