Redefining the modern CMO
The role of the marketing chief has evolved. What about the approach?

CMOs often need more than great marketing chops. To take on the next level of C-suite leadership, they typically need to demonstrate to their peers how marketing drives strategic growth.

Establish a “center brain” mentality.

Traditional marketing rests on a foundation of creativity. But modern marketing often takes a keen eye for data and analytics. Why choose just one half of your brain? When you offer your colleagues a balanced perspective, you offer more value.

Relentlessly safeguard the customer.

You have the customer expertise; now use this insight to continuously lead the right strategic conversations that protect customer interests and always put them at the center of the conversation.

Make marketing make sense.

There are a lot of languages around the C-suite table, like finance, strategy, and talent. If you speak only “marketing,” you’re just another voice. But if you make yourself an effective translator, everyone can read you loud and clear.

To reach the next level, CMOs must evolve without letting core responsibilities slide. It’s a balancing act—and we’re here to help. Learn more at CMO.Deloitte.com.

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