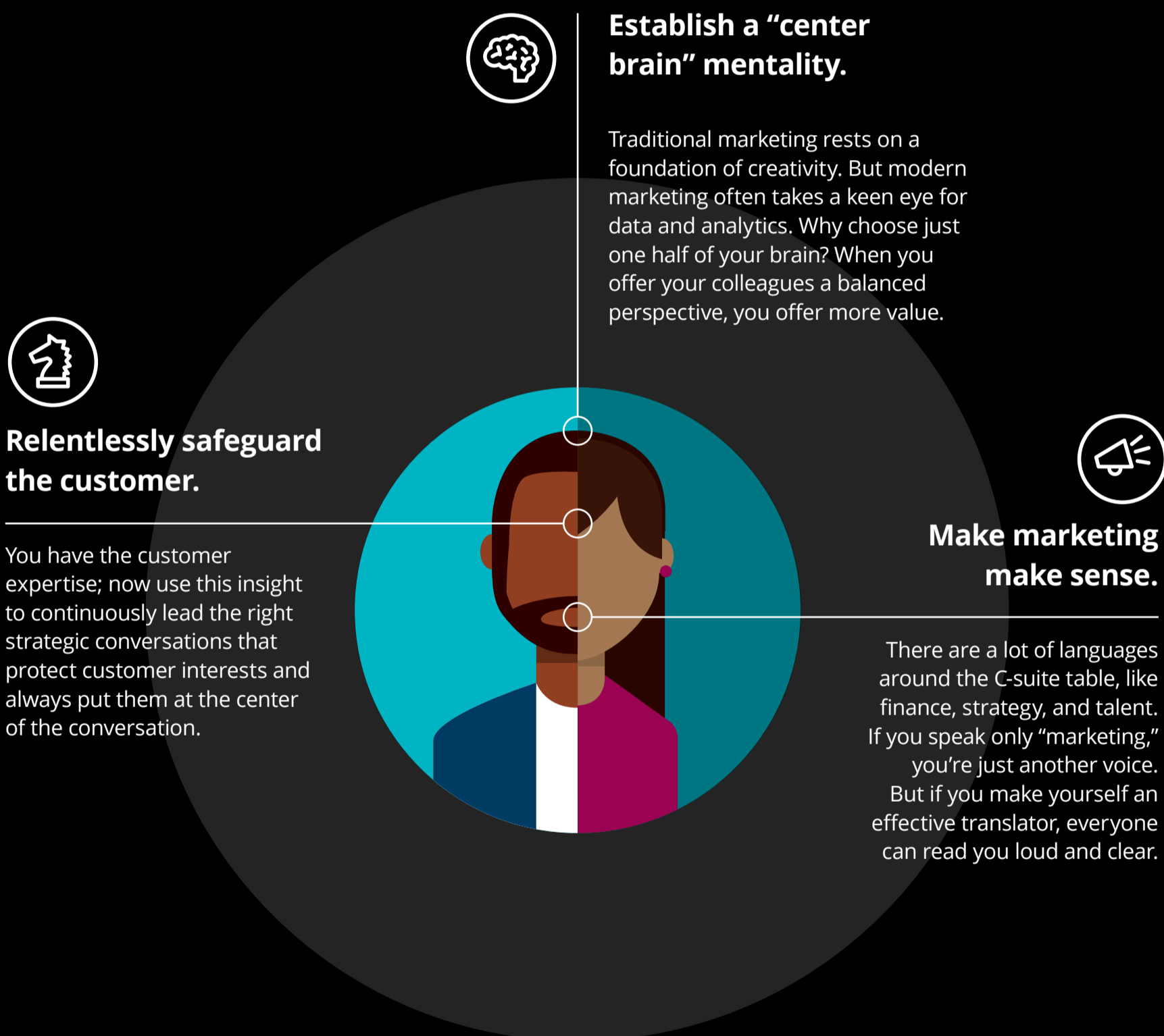


Redefining the modern CMO

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.



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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