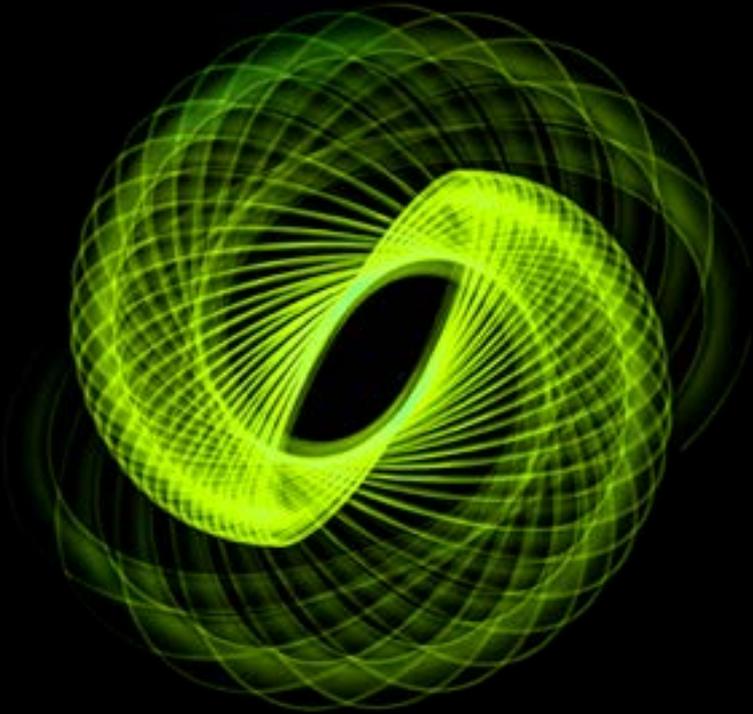


Deloitte.



The CMO Program

The role of the CMO is rapidly changing.

Evolving roles in the C-suite create pressure for CMOs to own the entire customer experience in addition to being proficient marketers. The modern CMO has to focus on advancing strategy while keeping abreast of digital trends driving the market landscape.

Those who aspire to be CMOs must be ready to reach far beyond traditional marketing, instead becoming data-driven growth drivers. Above all, they must be accountable for measurable impact.

Deloitte's CMO Program supports CMOs as they navigate the complexities of the role, anticipate upcoming market trends, and respond to challenges with agile marketing.

Deloitte's exclusive CMO Program empowers CMOs to:



Deconstruct
top marketing challenges through expert support and research



Connect with powerful marketing allies to provide fresh perspectives



Prepare for success through thought-provoking transition programs

The CMO Program

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Reimagine your potential

Next Generation CMO Academy

Set yourself apart with Deloitte's Next Generation CMO Academy. This three-day course provides a tailored curriculum to prepare future CMOs for their new role by focusing on leadership development. The Next Generation CMO Academy is an immersive and interactive program that prepares the rising CMO through expert dialogue on changes in the marketing world,

case studies, hands-on simulations, and identifying personal leadership styles through the Deloitte Business Chemistry assessment. The Academy brings the expertise of a number of marketing influencers to the CMO, including C-suite executives, industry leaders, authors, academics, and senior Deloitte practitioners.



Transition Labs

At Deloitte, our mission is to help executives thrive and accelerate in times of change. The Transition Lab helps prepare CMOs and other customer-related executive roles for the full range of roles they need to take on. This full-day session deconstructs marketing challenges, examines the evolving role of CMOs, and explores strategic solutions—all culminating in the creation of a custom road map that identifies priorities and specific actions for talent and stakeholder execution.

In addition to transition labs, the CMO Program collaborates with the Deloitte Greenhouse to build custom lab experiences, enabling the CMO to play a key role in company growth. The labs can be customized to address specific CMO challenges, such as customer transformation, using data and analytics to drive profit, CMO-CIO collaboration, and marketing disruption.



Marketing Leadership Program

The Marketing Leadership Program strengthens teams of 15–30 over a course of one to two days in a customized, interactive learning opportunity that is designed to address the team's needs. This program helps marketing executives develop high-performing marketing teams that break down barriers and perform at peak efficiency.

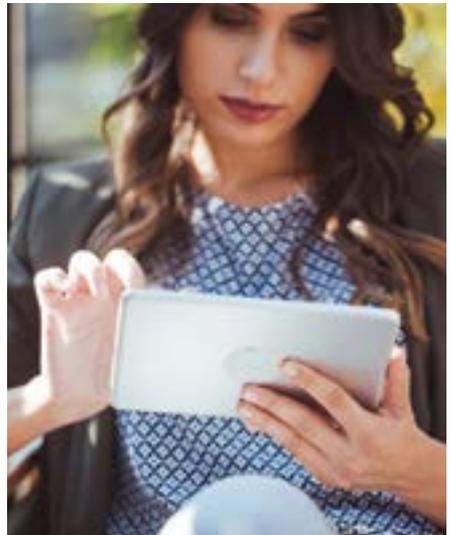
The tailored curriculum can cover topics such as:

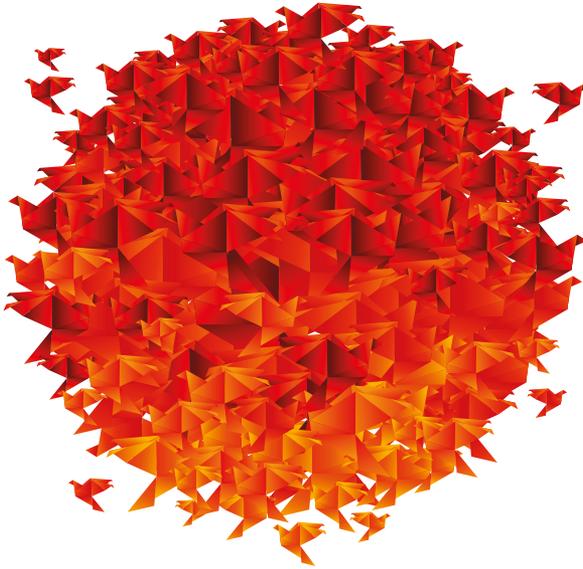
- Becoming the customer champion
- Rewiring marketing for success
- Enhancing the innovation mind-set
- Delivering powerful content
- Avoiding brand and reputation risk
- Being resilient, the art of empathy, storytelling, evaluating relationships, leading with purpose, and more



Wall Street Journal CMO Today daily publication

Partnering with CMO Today, Deloitte publishes daily content to keep busy marketing executives informed. Stay up to date on news and research regarding market trends, perspectives from marketing leaders, insights from Deloitte specialists, and analytical data that can transform your business by visiting [CMO Today](#).





Exclusive research for CMOs

The CMO Program provides proprietary research for CMOs through a strong partnership of Deloitte subject-matter specialists and collaboration with an elite set of external partners that provide data-backed insights on issues that impact marketing executives. Topics include [marketing as a growth driver](#), the science of a movement, and the evolution of the modern CMO.

In addition, Deloitte partners with the Fuqua School of Business and the American Marketing Association (AMA) to provide CMOs with insider information on the future of marketing. The CMO Survey, conducted twice a year by Christine Moorman, professor of business administration at Duke University, is a top research tool that prepares marketers for improving market value. This survey provides a look at upcoming trends and benchmarking metrics for marketing excellence.



Executive networking

Deloitte's confidential, executive networking services for existing clients help bridge the gap between job seekers and hiring managers. Leveraging our intimate knowledge of our clients' needs, we provide referrals for executive-level marketing talent. We also work with major search firms to connect client executives with new career opportunities.



Contact us

To stay up to date on the latest marketing trends and insights, visit us at [CMO.Deloitte.com](https://cmo.deloitte.com) or follow @DeloitteDIGI_US on Twitter.



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