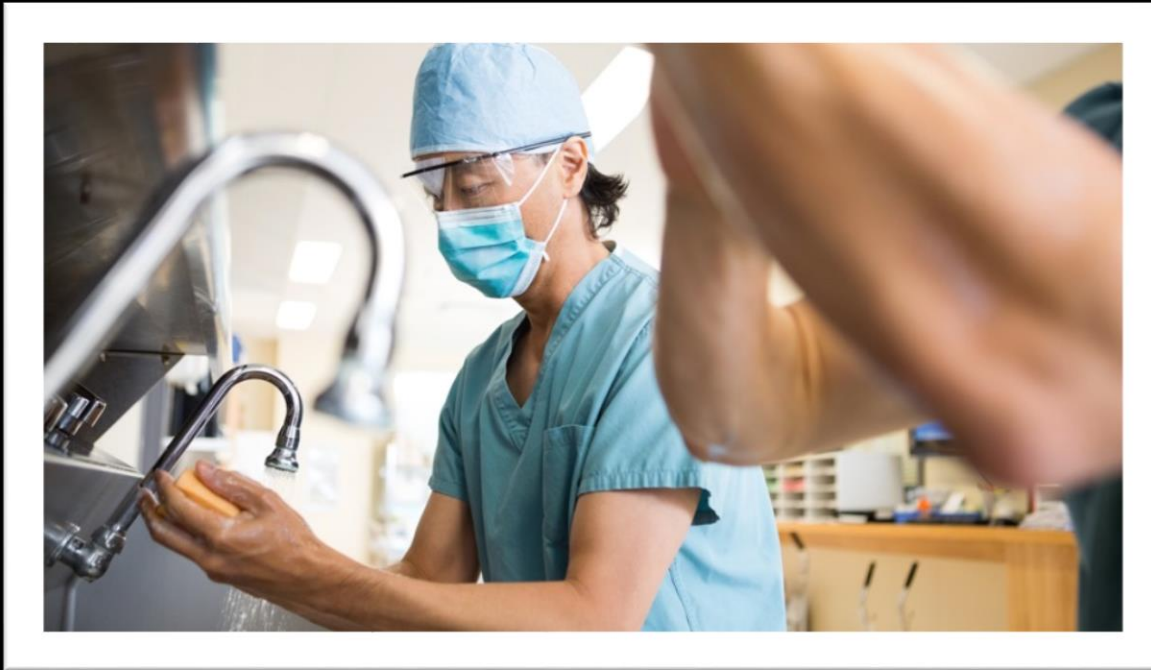
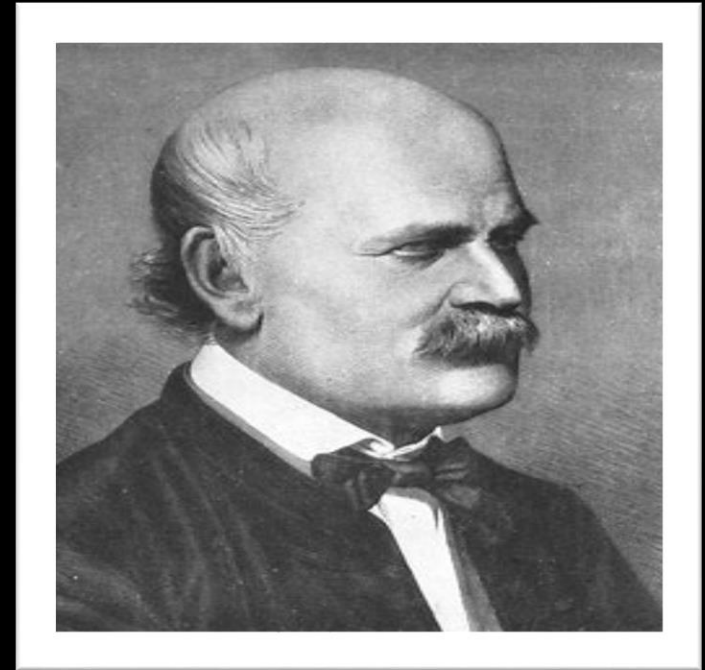


# CMO Academy Plenary Welcome

@DianaMOBrien



Hand washing protocols  
weren't really established until  
the 1980s



But Dr. Ignaz Semmelweis  
laid a case for handwashing  
in the mid-1800s



Neurosurgeons knew seat belts were needed in the 1950s—they were made mandatory by congress in 1966



Dr. Frank Mayfield made the case to Henry Ford II in the early 60s

# Why the difference in success?



Dr. Semmelweis had no means of communicating why it mattered



Dr. Mayfield made it matter, by speaking the CEO's language

CMOs have the shortest  
average tenure among all  
C-Suite roles

Our research found that,  
to be successful, CMOs  
need to do 4 things



Focus on the  
whole  
enterprise



Be relentless in  
safeguarding  
the customer





Make marketing  
make sense to  
others



Use both sides  
of your brain to  
solve the hard  
problems

**Deloitte.**

Thank you

@DianaMOBrien