

CMO 2.0 takes charge

CMOs who can quickly acquire the capabilities, knowledge and talent they need to meet today's expectations will thrive in their increasingly critical role. They'll enable their organizations to become more resilient, agile and successful in an omnichannel world.

But what does the new role of the CMO look like? What are the new expectations? What skills and knowledge do CMOs need to thrive in today's customer-centric, data-driven world?



Traditional CMO

Brand
Advertising
Marketing
Mass marketing
Targeted strategies

Talent

Privacy

Finance

Cyber security

Business growth

Performance metrics

Quality management

Analytics

Change management

Sphere of
accountability

Today's CMO

Revenue growth

CMOs need to show that marketing is not just a cost centre but a business enabler

Strategic agility

Today's market is changing rapidly. CMOs need to be able to adapt to that change and make real-time decisions

Operations management

CMOs need to understand the market, build and manage complex teams, influence the executive table and run a business within a business

The success of a CMO hinges on their ability to effectively:



Solve the talent equation



Master the science of analytics



Ensure a positive consumer experience

Industry divide...



Each industry presents its own set of opportunities for CMOs. Whether it be in retail, manufacturing, or even financial services, the role is evolving and demands new capabilities and a complex team:
Writers | Agencies | Data scientists
Visualization artists | Strategists

For more information on how to ensure your company remains resilient, competitive and successful in the omnichannel world, read *CMO 2.0 takes charge* and contact us today.

www.deloitte.ca/CMOtakescharge

Steps to ensure CMOs and their companies are ready to win over consumers:

- Find the right advisors
- Drive innovation
- Create a "Marketing 2.0" organization
- Build an analytics infrastructure
- Champion the consumer experience at the C-suite table

89%

of CMOs believe marketing has changed radically over the past 5 years

82%

of CMOs think the challenge to perform and acquire new skills is rising

80%

of CMOs feel the pressure of increasing expectations

