THE CHANGING FACE OF

TODAY'S MODERN CMO

The CMO role has dramatically changed over recent years, from building brand awareness to leading transformation and driving success aligned with the entire business strategy.

Here are a few examples of the comparisons between the two types of CMOs.

Traditional CMO VS **Modern CMO**

THE BRAND GURU

The traditional CMO is the market follower and brand owner of the business.

IBM defines him/ her as the Market Follower, not as forward thinking.

THE TORCHBEARER

Today's CMO is the change champion - the leader of digital transformation and customer experience.

IBM defines him/ her as more confident with data, more agile, and better with complexities. They can educate the 'Market Follower'.

"68% of senior managers expect CMOs to be growth drivers"

ORGANIZATION

Today, an effective CMO must have an enterprise-wide mindset on a global scale.

MARKETING ENABLEMENT

The traditional CMO focuses on their marketing function and focuses on marketing-specific objectives.

"Global CMOs must determine the right organizational design and talent mix."

CROSS-FUNCTIONAL

The Modern CMO is cross-functional, leading C-suite collaboration and cross-functional initiatives and gain the C-suite, as well as developing the right B2B marketing skills needed.

STRATEGY

The modern CMO aligns marketing strategy with the rest of the organization and strives to adapt & optimize business processes with the help of marketing operations.

48% of CMOs know they need to spend time developing strategies for long-term growth.

45% of CMOs said they spend their time reviewing budgets, approving content and authorizing and evaluating marketing plans.

67% intend to reassess strategy given technological advances.

Top priorities

- Marketing strategy
- Marketing transformation
- Marketing impact
- Organizational design & development

Top influences

- Enhancing customer experience
- Addressing changing buyer behaviours
- Adapting to changing economic conditions

TECHNOLOGY

The modern CMO has to have a lot more marketing technology and expertise to make changes. The modern CMO is not just a lot of new tools, but analysing the tech stack and optimizing it to meet business objectives.

ASPIRATIONAL

The traditional CMO aspires to implement new technologies but there is a big gap between aspiration and action, with pressure to meet bill and adapt to the changing landscape quickly.

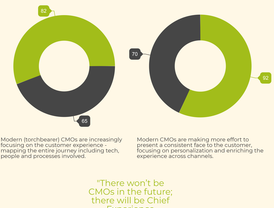
"Today's CMOs are striving – like other CMOs – to make their organizations more digitally literate."

DRIVER OF CHANGE

The modern CMO is a tech visionary who understands the possibilities to solve problems and deliver business outcomes. He/ she is the driver for new technologies to optimize the tech stack and customer experience.

CUSTOMER EXPERIENCE

Marketers are adapting their focus from business needs to customer needs, putting the customer at the forefront of strategy and decision making. CMOs are the voice of the customer.



Modern (torchbearer) CMOs are increasingly focusing on customer experience – mapping the entire journey including tech, people and processes involved.

Modern CMOs are making more effort to understand the needs of the customer, focusing on personalization and enriching the experience across channels.

"There won't be CMOs in the future; there will be Chief Experience Officers who are responsible for the overall customer journey."

MEASUREMENT

Today's CMOs are expected to be data-savvy and confident dealing with the complexity of data, channels and customer segments.

ACTIVITIES & TACTICS

Moving from measuring activities to tactics in a siloed and quick in a siloed manner.

"CMOs today need to balance short-term financial goals with long term brand value goals to meet the changes in the market."

OUTPUTS & BUSINESS IMPACT

Is being able to measure the marketing value, revenue and impact of marketing on organization.

The modern CMO spearheads marketing measurement initiatives in line with business objectives (with MOPs involved) and gets the rest of business on board, including communicating benefits to CEO.

TO BE A SUCCESSFUL CMO TODAY...

- Lead the way (take the torch)
- Embrace tech and disruption
- Drive collaboration across the organization
- Keep the customer front of mind
- Dive into your data
- Always optimize to deliver at scale

CRMT is a Marketing Operations consultancy – a hybrid agency combining best-practice consulting, system integration and digital campaign services that's metric-driven, process-minded and very tech-savvy.

We sit plumb between marketing, sales and IT and work with business leaders to maximize the investments they've already made in people and technology to drive marketing effectiveness and efficiency.

CRMT
MARKETING OPERATIONS

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