

WHO IS TODAY'S CMO?

There isn't a role more important to the modern business - more pivotal, more influential - than the CMO: keeper of the brand, driver of demand, steward of the customer experience. But what makes a CMO a CMO? What are the traits and experiences that define the role? We went looking for answers.

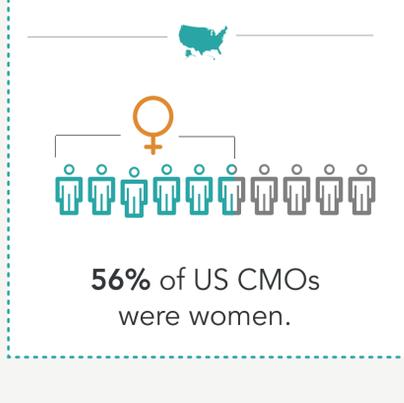
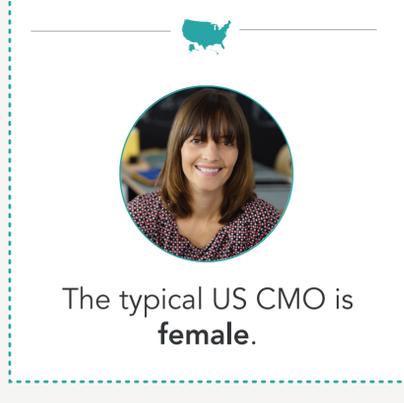
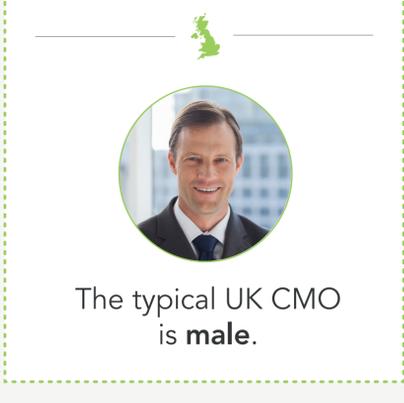
WHERE WE STARTED



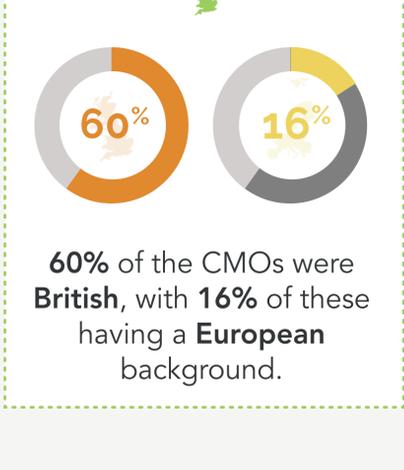
WHAT WE DISCOVERED

The Four Factors of the CMO Profile

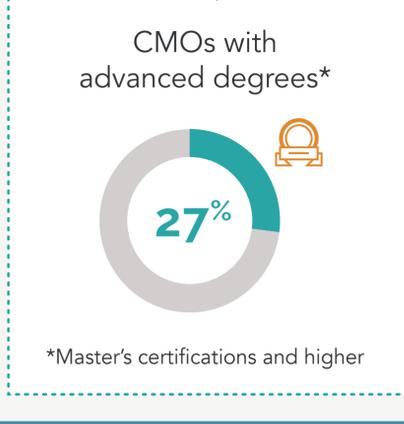
GENDER



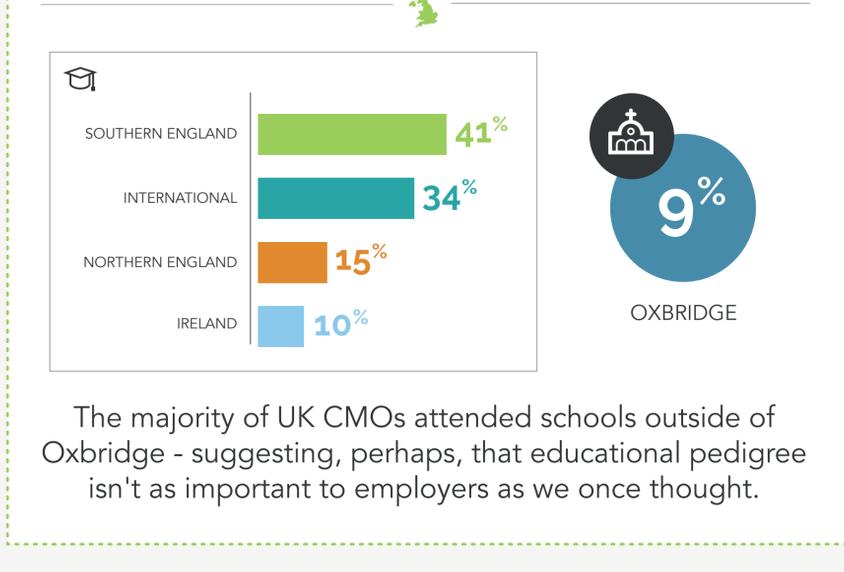
ORIGINS



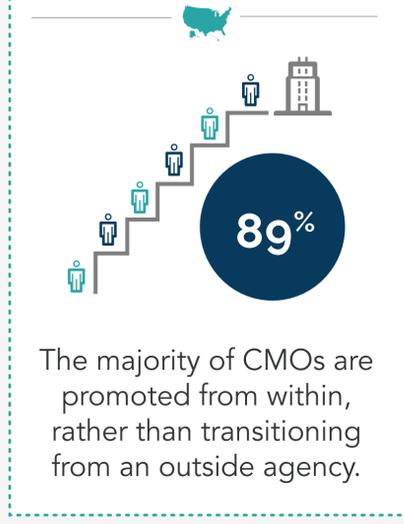
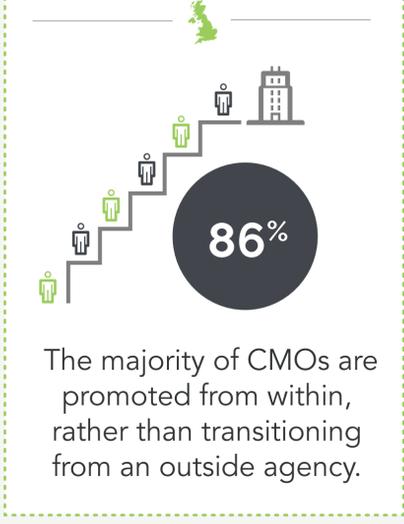
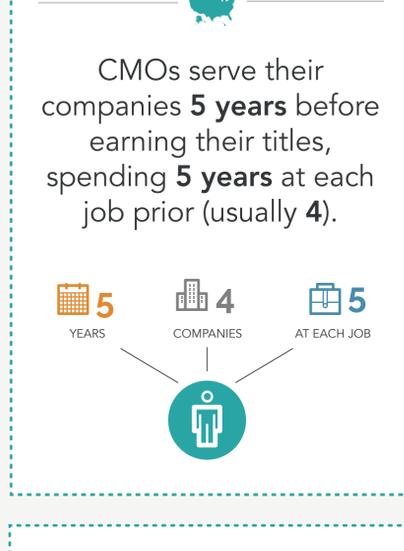
EDUCATION



Advanced degrees - master's and higher - seem increasingly necessary for CMOs to stay competitive.



TENURE



On-the-job experience seems the better gauge of CMO effectiveness - how well they know the business.

Every CMO's path to success is different. Visit our CMO Hub today and start plotting your own way forward.