



THE PEER-POWERED NETWORK

## CHIEF MARKETING OFFICER (CMO) COUNCIL

Since 2001, the Chief Marketing Officer (CMO) Council has been driving thought leadership and advocacy as a global knowledge transfer agent for thousands of senior marketing professionals world-wide. Our 16,000 plus members in more than 110 countries control more than \$1 trillion in annual marketing spend and represent many of the most progressive and adept multi-national brands, regional business powerhouses, and nimble emerging growth companies in both established and developing nations.

# A GLOBAL KNOWLEDGE TRANSFER AGENT

Dedicated to producing meaningful and relevant content and influencing and shaping strategic conversations among peer-level executives, the CMO Council has become a global resource for marketing professionals, solution and service providers, executive recruiters, media outlets, book publishers, marketing organizations and institutes, business schools, bloggers and social media commentators.

Inspiration and direction for CMO Council platforms and agendas comes from seven regional advisory boards in North America, Europe, Middle East, Africa, Latin America, India and Asia-Pacific. More than 500 senior marketers from both the B2B and B2C sectors are on these boards and meet regularly to provide feedback on regional and local market dynamics, as well as strategic marketing issues and priorities.

The CMO Council website ([cmocouncil.org](http://cmocouncil.org)) attracts more than 30,000 page views per month. There are more than 40,000 CMO Council listings on Google. Thousands of CMO Council reports have been downloaded, and thousands of executives take part in our Intelligent Market Engagement™ (IME) programs that include qualitative interviews, online audits and surveys, webinars, workshops, dinner dialogues, panel presentations, and elite retreats worldwide.

# CONTINUOUS THOUGHT LEADERSHIP

Much has changed since the CMO Council's inception in 2001. Our early embrace of marketing performance measurement (MPM) as a strategic area of focus provided marketers with a roadmap for the journey toward greater accountability, productivity and yield across their organizations. MPM has now become a buzzword and strategic imperative for every CMO and global marketing group.

The advent and embrace of digital marketing platforms, interactive communications channels and closed loop measurement systems over the past five years has enabled a much higher degree of ROI tracking and evaluation of campaign outcomes. On-demand CRM systems, lead qualification and nurturing disciplines, and more sophisticated cultivation and conversion practices are enabling better insights into marketing's pipeline provisioning performance. Here, too, the CMO Council has taken a leadership voice with its global Coalition to Leverage and Optimize Sales Effectiveness ([closebiz.org](http://closebiz.org)).

The CMO Council is further contributing to this vital area of conversation with its Digital Marketing Performance Institute and Content ROI Center. Both are essential knowledge brokers as digital marketers seek optimal ways to reach and engage more than 4.5 billion people connected to the Internet; another 7 billion dependent on wireless communications devices; and hundreds of millions expressing opinions, exchanging views, and posting their own rich media content daily in online communities and social networks.

Delving deeply into the drivers of customer affinity, the CMO Council has been able to define a new measure of marketing effectiveness. This is directly linked to customer desire or intention to do business, and the level of attachment and advocacy rather than traditional metrics associated with brand awareness, recognition and recall.

# STRATEGIC INTEREST GROUPS



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# HELPING CMOs DELIVER MORE VALUE

The CMO Council has also looked closely at where and how CMOs can impact the organization and deliver more business value through tighter integration and alignment with fellow C-level executives across the sales, customer service, information technology, finance, product development, procurement and supply chain sectors. Strategic interest groups have been formed to further thinking across a variety of vital areas.

Looking ahead, the CMO Council will be delving into a wide range of strategic topics, advocacy agendas and thought leadership areas, including:

- **MARKETING TECHNOLOGY MIGRATION, INTEGRATION AND OPTIMIZATION:** Deploying and evaluating marketing technology and eCommerce systems to optimize customer journey, path to purchase and revenue
- **MODELING THE CUSTOMER-INTUITIVE ENTERPRISE:** Creating an organizationally and functionally aligned culture and operational mindset around customer satisfaction and value creation
- **MAPPING NEW ROUTES TO REVENUE:** Architecting growth strategies and plans to generate greater returns from products, programs, pricing, markets, partnerships and customer relationships
- **BRAND INSPIRATION FROM SMARTER DATA EXPLORATION:** Using AI-powered insights and analytics to impact product ideation, customer relationships and business performance
- **ADVANCING THE MARKETING LEADERSHIP AGENDA:** Understanding the new mission and mandate of the CMO in an age of marketing transformation, operational excellence and innovation
- **OMNICHANNEL EXPERIENCE MANAGEMENT:** Seeking ways to humanize, individualize and scale on-demand customer engagement through adaptive digital interaction
- **BRINGING PRECISION TO EVERY MARKETING SPEND DECISION:** Analyzing and modeling the marketing mix for greater attribution, compliance and performance measurement
- **BRAND PURPOSE AND MARKETING REALIGNMENT IN THE AGE OF MULTICULTURAL CONSUMERISM:** Dealing with diversity, ethics, privacy and a racially and ethnically blended global market

# **CMO ELITE EXCHANGE CIRCLES:**

## **How To Survive, Thrive, and Drive Growth By Leading Marketing Transformation + Reinvention**

The CMO Council plans to form and operate Elite Exchange Circles for leading brand members to join a private and intimate shared interest group to dialogue with peers around pressing leadership issues, problems, complexities and challenges. Elite Exchange Circles will be segmented based on size of company, market focus, and strategic topic area and be limited to 12-15 participants. These pay-to-participate forums will enable in-depth strategic discussions and continuous conversation around modern marketing practices and technology advances.

Quarterly convocations will bring together both B2B and B2C marketing leaders to advance experiential knowledge, digital dexterity and C-suite alignment skills. Each circle will be sponsored and structured to advance practical insights from an emerging generation of digital marketing change agents and savvy, customer-centric professionals across diverse brands, countries and categories. Quarterly meetings and virtual roundtables will provide rich peer-based advice on ways to create brand value, define routes to revenue, build lasting customer relationships, anticipate market shifts, pre-empt competitive threats, align marketing supply chain partners, as well as embrace new technologies and go-to-market practices.

**Elite**  
EXCHANGE **Circles**



## UNDERWRITING SUPPORT

Our business model is based on corporate sponsorship of global member engagement activities and intellectual capital building initiatives. We are grateful to a wide range of companies for their initial and continued support. They include Accenture, Adobe, AIG, D&B, Deloitte, Dow Jones, Ebay Advertising, Harte Hanks, HootSuite, Huawei, IBM, KPMG, Microsoft, Nielsen, Oracle, Precisely, Rock Content, SAP, Televerde, Teradata, The Wall Street Journal and many others.

## MARKETING'S GLOBAL NETWORK OF INSIGHT, ACCESS & INFLUENCE

**16,000+**  
Global Members

Content **distribution database** of over  
**67,000+** **marketing** and  
**industry contacts**

**110** **countries** represented with **7** regional  
**advisory boards**

**Academic  
Liason Board**

with **70**  
international  
universities

Members  
control

**\$1**  
**trillion**  
in annual  
marketing  
spend

Global **content  
syndication** network

of  
over **2,200**  
**affiliated organizations**  
and **associations**

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