CMO COUNCIL™ | 25 YEARS



Tap into the Premier Global Network of Marketing, Revenue and Digital Leaders

2026 CMO Council Overview & Sponsorship Engagement Opportunities

©CMO Council 2026



Defining the title and the territory of the Chief Marketing Officer (CMO), and advocating ways to align and combine across the C-Suite has been the mission of the CMO Council since inception in 2001.

In 2026 the CMO Council will continue our predictive, first-to-market role as a thought leader and knowledge broker sharing insights and next/best practices from the world's foremost marketing practitioners.

CMO COUNCIL: 25 YEARS

> *"Creativity is a Core Capability for Progress, Tap into the CMO Council's global knowledge base of practitioner insights that lead the marketing conversation, with a deep dive into our content from our peer-powered network of marketing leaders, spanning decades."*
>
> - Jan Soderstrom, Founding Chair of the CMOC North American Advisory Board



> *"The CMO Council provides the perfect platform for CMOs and marketers to connect, share, debate, learn - and ultimately grow."*
>
> - Luca Destefanis, Head of Marketing APAC, Kyndryl







From Mad Men to Math Men to Meaning Makers
By Mohamed Al Tajer
The future of marketing is being written in markets that Western playbooks never anticipated. More >



The Journey to the CMO: The Need to Define & Align
By Christine Heckart
Creation of the CMO title elevated marketing and set the foundation for a more integrated, market-driven leadership role that continues to evolve today. More >



AI Brings a Tsunami of Breakthroughs
By Milton Longobardi
The Covid pandemic pushed development of e-commerce and logistics, ushering in a new era of consumer engagement and personalized product delivery. More >

> *"CMO Role: Harder, Broader, More Strategic Than Ever Success is deciding where automation accelerates value..."*
>
> - Vivek Kumar, Chairman of the CMO Council Advisory Board in APAC



The Inconvenient Truth About Marketing
By Jan Soderstrom
The most important change in marketing is not technology, channels or job titles. It is the expansion of the mandate. More >



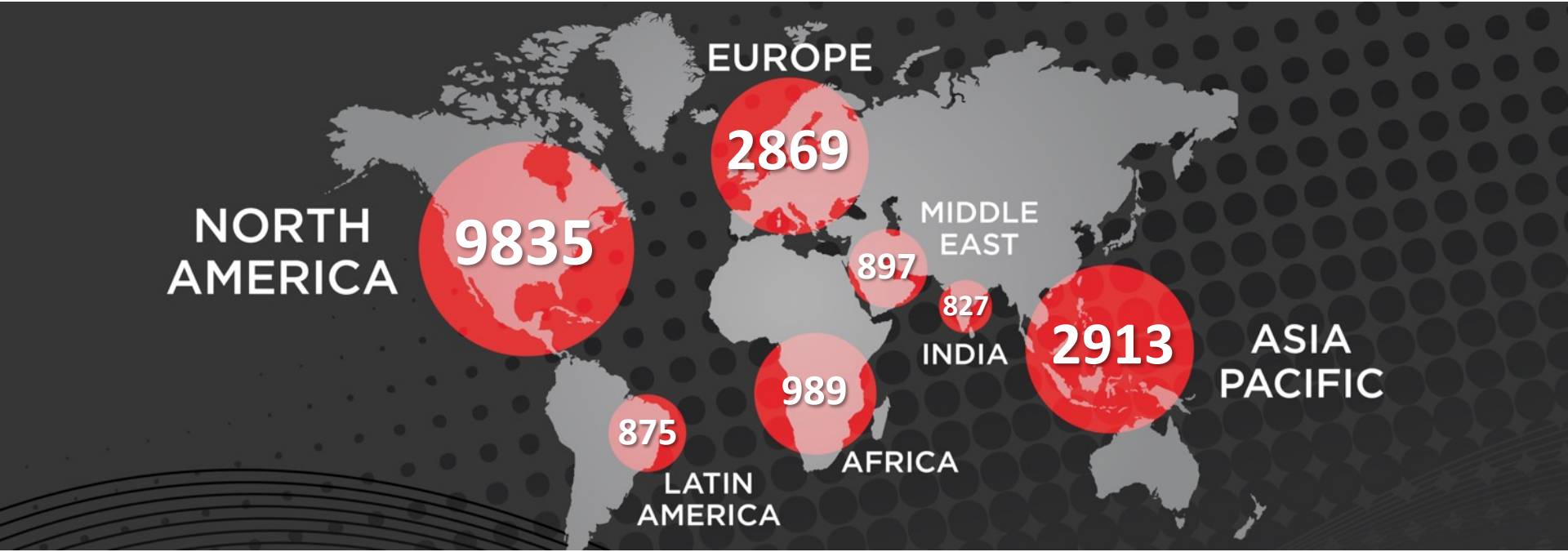
Marketing Moves Closer to The Core of Strategy
By Ricardo Oberlander
The viability of the CMO role does not hinge on title preservation but on scope clarity and capability depth. More >



> *"The past decade forced CMOs to evolve or exit. The CMOs who survived learned to be an integral part of driving business strategy and growth."*
>
> - Kathryn Sakalis, a Founding Member of The CMO Council's Africa Advisory Board

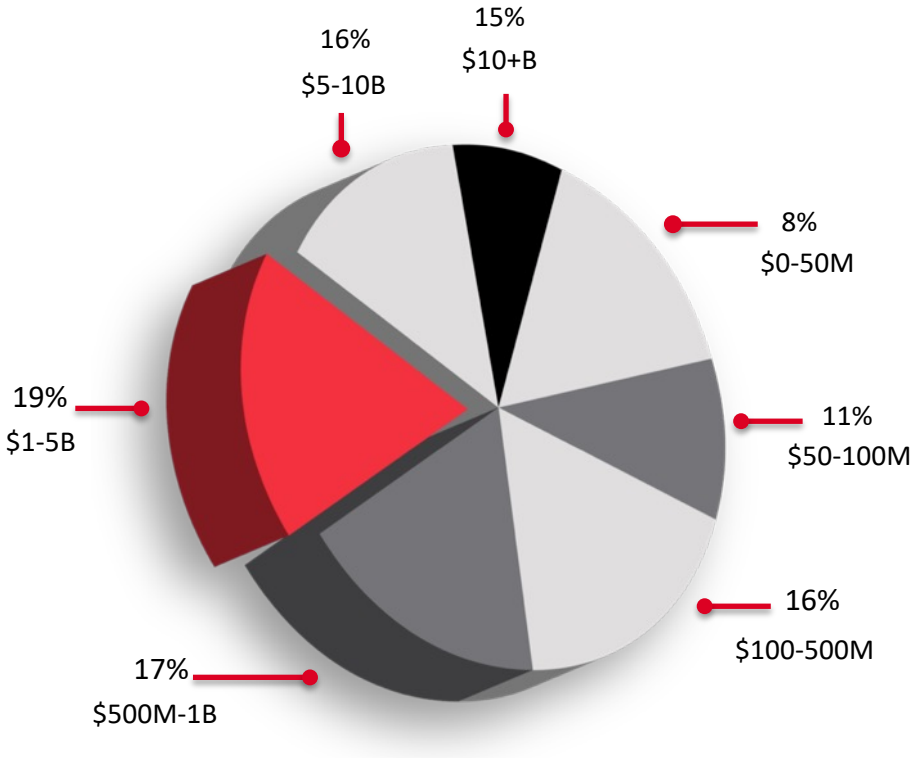
CMO COUNCIL 25 YEARS

MEMBERSHIP BY REGION



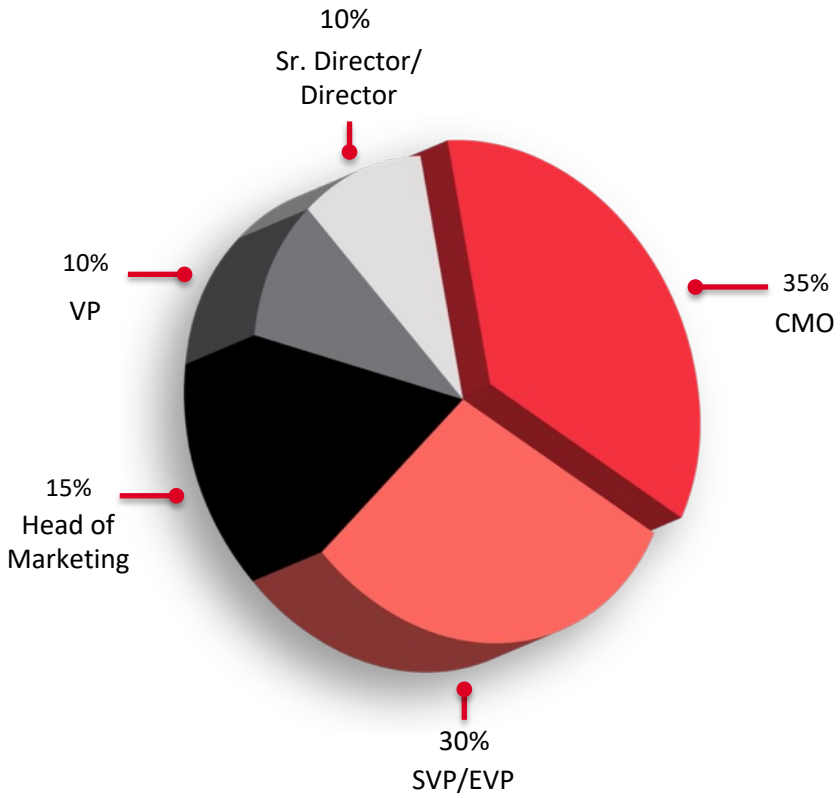
MEMBERSHIP BY REVENUE

- CMO Council members represent companies of all sizes - from new venture starts and mid-sized companies to leading multi-national enterprises
- Nearly half (49%) of CMO Council members are at companies with annual revenues in excess of $1 billion USD



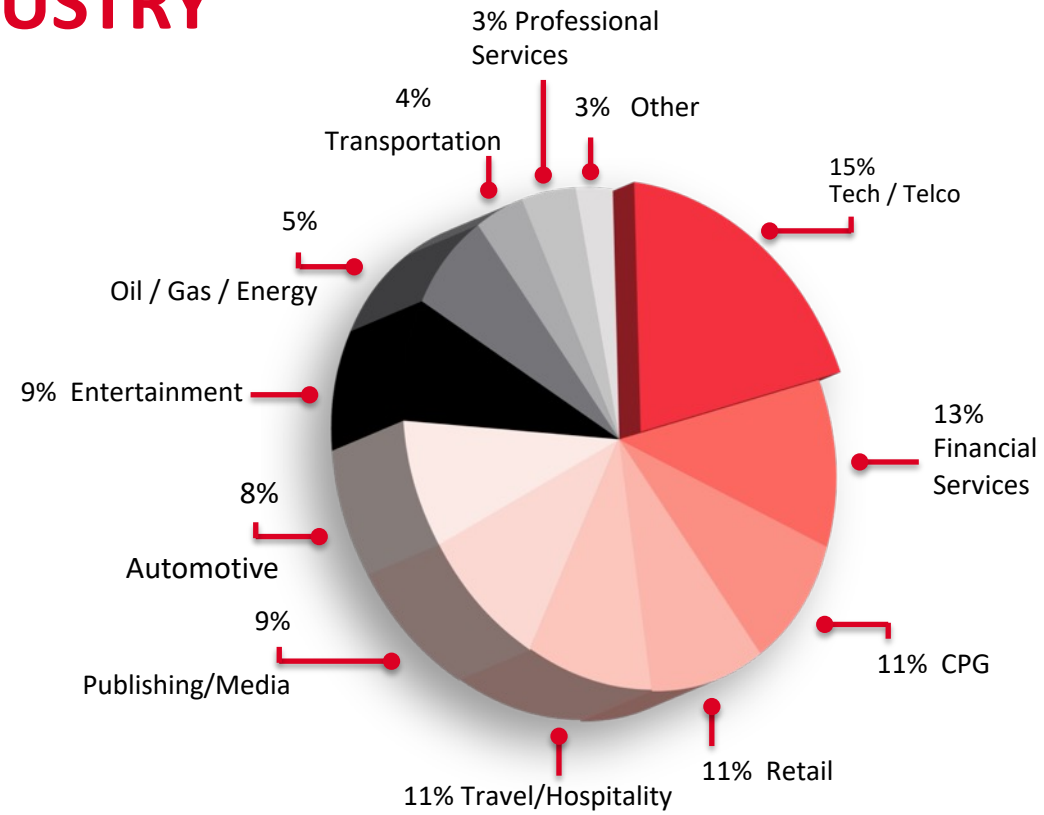
MEMBERSHIP BY TITLE

- The majority (80%) of CMO Council Members hold CMO, EVP, SVP, VP or Head of Marketing titles
- CMO Council members are senior marketing decision makers with budget responsibility for company, brand, product, division, geography or line of business growth



MEMBERSHIP BY INDUSTRY

- Technology/Telco
- Financial Services
- CPG
- Retail
- Travel/Hospitality
- Publishing/Media
- Automotive
- Entertainment
- Professional Services
- Oil/Gas/Energy
- Transportation
- Other



CMO COUNCIL 25 YEARS

2025 CMO COUNCIL GLOBAL MEMBER SURVEY FINDINGS

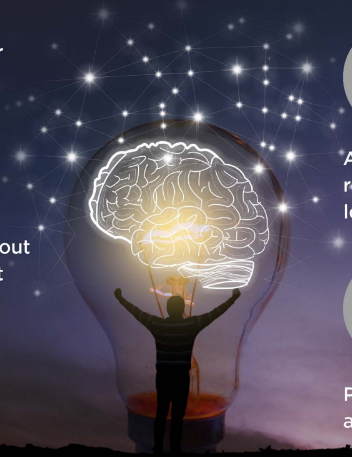
LONGEVITY

Nearly **43 percent** of those surveyed have been CMO Council members for **more than five years.**

DISCOVERY

Over **40 percent** of respondents found out about the CMO Council via event invites and another

35 percent were either referred by colleagues or connected through the council's LinkedIn group.



REASON FOR JOINING



Access to CMO Council reports and thought leadership content

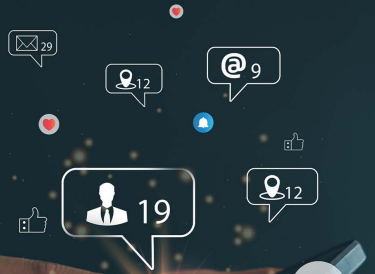


Professional development and peer networking

CONTENT INTERESTS

Top five most appealing categories of content produced by the CMO Council

- MARTECH & DIGITAL TRANSFORMATION
- LEADERSHIP & PROFESSIONAL DEVELOPMENT
- REVENUE & GROWTH
- BRAND ADVERTISING
- DATA MANAGEMENT & INSIGHTS



CONTENT SHARING

66 percent of members either frequently or occasionally share CMO Council research and content with others.

CONTENT VALUE

80 percent of members find CMO Council content very relevant or somewhat relevant to their roles and responsibilities.

CMO COUNCIL 25 YEARS

2025 CMO COUNCIL GLOBAL MEMBER SURVEY FINDINGS

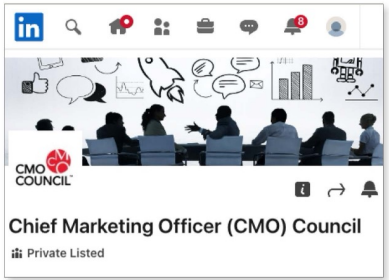


WEBSITE FREQUENCY

Nearly **35 percent** of members visit the CMO Council website monthly and 19% visit daily or weekly.

ONLINE ENGAGEMENT

83 percent of those surveyed say they are active in the CMO Council's LinkedIn group and more than 32% visit the LinkedIn group daily or weekly. A further one in five visit it monthly.

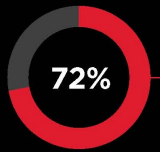


MEMBER EXPERIENCE



60 percent of current members rate the overall value of their CMO Council membership as excellent or good. A third say it is average.

CMO COUNCIL REFERRAL



Word-of-mouth referral by members is strong with **72 percent** reporting they have recommended CMO Council membership to others once or multiple times.

CMO COUNCIL 25 YEARS

INTERNATIONAL OPERATIONAL SCOPE



- Seven regional advisory boards include **443** marketers at brand name companies
- North America, Europe, Middle East, Africa, India, Asia, Latin-America
- Academic liaison board represent some **55** different business schools/universities
- International speakers bureau
- Global compensation/recruitment center
- Content syndication network of **2,200** channels
- Affiliations and partnerships with media channels and other marketing groups

CMO COUNCIL 25 YEARS

GLOBAL INTELLIGENCE + KNOWLEDGE TRANSFER

- **45** reports & white papers in 2024 and 2025, surveying over **5,750** marketing and business executives
- **33,200+** downloads of content from CMOCouncil.org in 2024 and 2025
- **22** webinars featuring **58 CMO** thought leaders, with **9100+** views in 2024 and 2025
- **48** dinner and virtual events; engaged **1,457** executives in 2024 and 2025



CMO COUNCIL™ 25 YEARS

DIGITAL & MEDIA BUZZ



- **19,500+** media mentions in 2025
- **317** unique articles
- **670+** articles in which CMO Council data is sourced
- **201,000+** site visits with **74%** increase of new visitors in 2025
- **14,950** followers on LinkedIn
- **9,500+** members in private LinkedIn groups
- **5,300+** subscribers to Marketing Momentum LinkedIn Newsletter
- **24,700+** Marketing Magnified Newsletter Subs

CMO COUNCIL 25 YEARS

2026 AREAS OF FOCUS



- **Improve Every Go-To-Market Move:** Adaptive Planning and Preparation to Uplift Global Marketing Execution
- **Innovation Without Limitation:** Improving Creative Range, Impact and Excellence in a Digital World
- **Marketing Transformers:** Learning from MarTech Leaders Inspiring Modernization Worldwide
- **Brand Ingenuity From Ubiquitous Data Connectivity:** Customer-Sensing Sonar for Precision Revenue Targeting
- **The Next Iteration of Demand Generation:** How Mainstream Consumers are Embracing and Celebrating Pan-Ethnic Products, Experiences, and Inspirations
- **Brand Value Creation From AI-Infused Acceleration:** Innovations and Investments Impacting Revenue, Efficiency and Brand Performance

CMO COUNCIL™ | 25 YEARS

2026 AREAS OF FOCUS – cont.

- **Meeting Customer Need With A Lot More Speed**
  The Criticality of Customer Data Lifecycle Integration in a Privacy-First World
- **Time To Fix The Under-performing Marketing Mix:** How Data-driven Brands Reach the Most Committed Volume Consumers in FMCG Categories
- **Bringing Precision to Every Marketing Spend Decision:** Analyzing and modeling the marketing mix for greater attribution, compliance and performance measurement
- **Campaign Economics: Optimizing GTM Execution**
  Real-Time Purchase Intelligence Matches Predisposed Consumers with Compatible Products
- **Doing Better by Doing Good:** The Value of Business with a Purpose



INTELLIGENT MARKET ENGAGEMENT™

The CMO Council has perfected a multi-level, multi-channel authority leadership model to influence decision making and buying behavior, as well as identify CMO issues, problems, challenges and complexities. The IME model helps sponsors position and message more effectively against needs, requirements and imperatives.



CMO COUNCIL 25 YEARS

GETTING INVOLVED

CMO COUNCIL PROGRAMS ENABLE PARTNERS TO INFLUENCE DECISION MAKERS



- Gain insight into CMO issues, priorities and intentions
- Build authority leadership and advocacy agendas
- Source strategic value-selling content and enable high-level conversations
- Empower and equip sales organizations to engage at the CMO level
- Influence CMO spend allocation and purchase decisions
- Develop qualified leads and further one-to-one relationships

CMO COUNCIL™ 25 YEARS

CMO COUNCIL PROGRAM SPONSORS









































* Selection of recent CMO Council program sponsors.

CMO COUNCIL 25 YEARS

STRATEGIC INTEREST GROUPS & PROPERTIES

go COUNCIL

AI INFUSED MARKETING

CHAT COMMERCE RESOURCE CENTER

EXPERIENTIAL MARKETING CENTER

Adding Customer Glue TO THE DRIVE-THRU

CONTENT ROI CENTER

GeoBranding™ CENTER
Country. Origin. Destination. Location

BRAND INSPIRATION CENTER

CUSTOMER EXPERIENCE BOARD

DIGITAL MARKETING PERFORMANCE INSTITUTE

MARKETING SUPPLY CHAIN INSTITUTE

CLOSE
COALITION TO LEVERAGE AND OPTIMIZE SALES EFFECTIVENESS

CMO ELITE EXCHANGE CIRCLES



- Private and intimate shared interest group to dialogue with peers around pressing leadership issues, problems, complexities and challenges
- Circles convened regionally and segmented based on size of company, market focus, and strategic topic area; limited to 12-15 participants
- Pay-to-participate forums enable in-depth strategic discussions and continuous conversation around modern marketing practices and technology advances
- Quarterly convocations bring together both B2B and B2C marketing leaders to advance experiential knowledge, digital dexterity and C-suite alignment skills

CMO COUNCIL™ | 25 YEARS

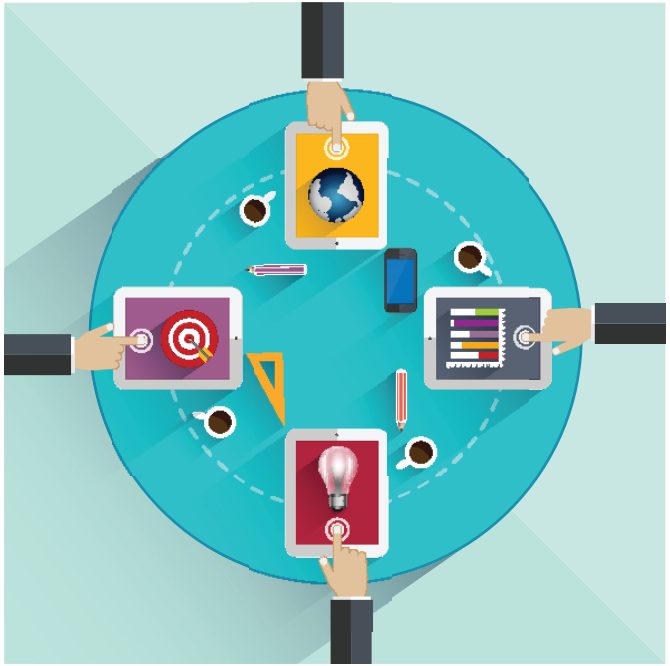
THOUGHT LEADERSHIP: *WHITE PAPERS*



- Introduce advocacy agendas or strategic topics intended to spark a conversation
- Length between 10 – 15 pages
- May include select interviews with leading marketers, subject matter experts or relevant CMO Council studies; no original research
- Sponsors have opportunity to include branded by-lined commentary
- Sponsorship includes all platform and content development, document production, promotion/syndication through CMO Council channels
- Sponsors can utilize content in their external sales and marketing collateral (with attribution to CMO Council)
- Papers promoted through CMO Council online, email, press, social, blog and mobile channels

CMO COUNCIL 25 YEARS

THOUGHT LEADERSHIP: *CUSTOM RESEARCH*



- Development of a comprehensive authority leadership platform and fully integrated content marketing campaign
- Peer-powered original research with quantitative survey and qualitative interviews
- Content generation starting with comprehensive report authored by the CMO Council
- Media relations campaign to capitalize on earned media placements
- Content syndication and distribution to generate downloads and lead flow
- Social media campaign via CMO Council social channels
- Go-to-market elements may include webcast, dinner dialogues, video series, infographic, sales training and enablement materials and speaking engagements*

CMO COUNCIL™ | 25 YEARS

EVENTS: *DINNER DIALOGUE*



- Executive roundtables with 15 – 20 leading senior marketing executives
- Discussion revolves around a key issue or challenge facing chief marketers today
- Each dinner features an expert speaker from the sponsoring organization
- Highly interactive, intimate engagement in a “No-Selling” environment
- Sponsorship includes all content, attendee recruitment, logistics, venue management, event facilitation and hosting costs*
- Events can be hosted globally, but may require additional budget for travel, expenses or venue
- CMO Council will work to make a safe, secure and intimate environment for all attendees

CMO COUNCIL™ | 25 YEARS

EVENTS: *VIRTUAL CMO ROUNDTABLES*



- Executive virtual roundtable events with 8-10 senior marketing executives in 90 minute sessions
- Intimate, interactive knowledge exchange environment; sponsors positioned as thought leader experts
- Discussion revolves around a key issue or challenge facing chief marketers today
- Sponsorship includes all content, attendee recruitment and logistics

CMO COUNCIL™ 25 YEARS

DEMAND GENERATION: *WEBINARS*









- All content streamed through The CMO Council webinar channel, powered by BrightTalk
- Webinars focus on an Authority Leadership content platform, developed in partnership with sponsors and partners
- CMO Council manages all aspects of logistics, including speaker recruitment, content management, audience development and moderation
- Past webinars have included executive leaders from T-Mobile, Teleflora, Google, Levi's, Motorola, Wells Fargo, eSurance, MGM Resorts, AT&T and many other leading brands
- Typically attract between 150 – 300+ registrants
- Heavy on-demand promotion post webinar to drive continued viewers to content

DEMAND GENERATION: *VIDEO SERIES*

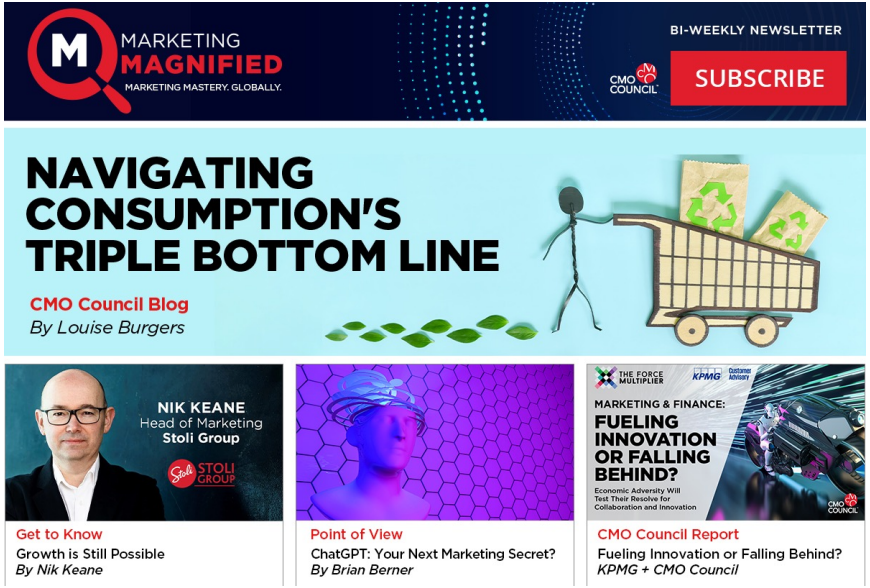


- The CMO Council channel on YouTube attracts marketers looking for peer-powered content
- Video content is also posted on CMO Council web channels, and can be posted on sponsor websites and channels
- Videos focus on a single area of thought leadership and support the development of custom video interviews and profiles of global marketing leaders
- Sponsorship includes video production, content development and video promotion through CMO Council distribution channels

CMO COUNCIL 25 YEARS

MARKETING™
MAGNIFIED

MEDIA & ADVERTISING: *MARKETING MAGNIFIED*



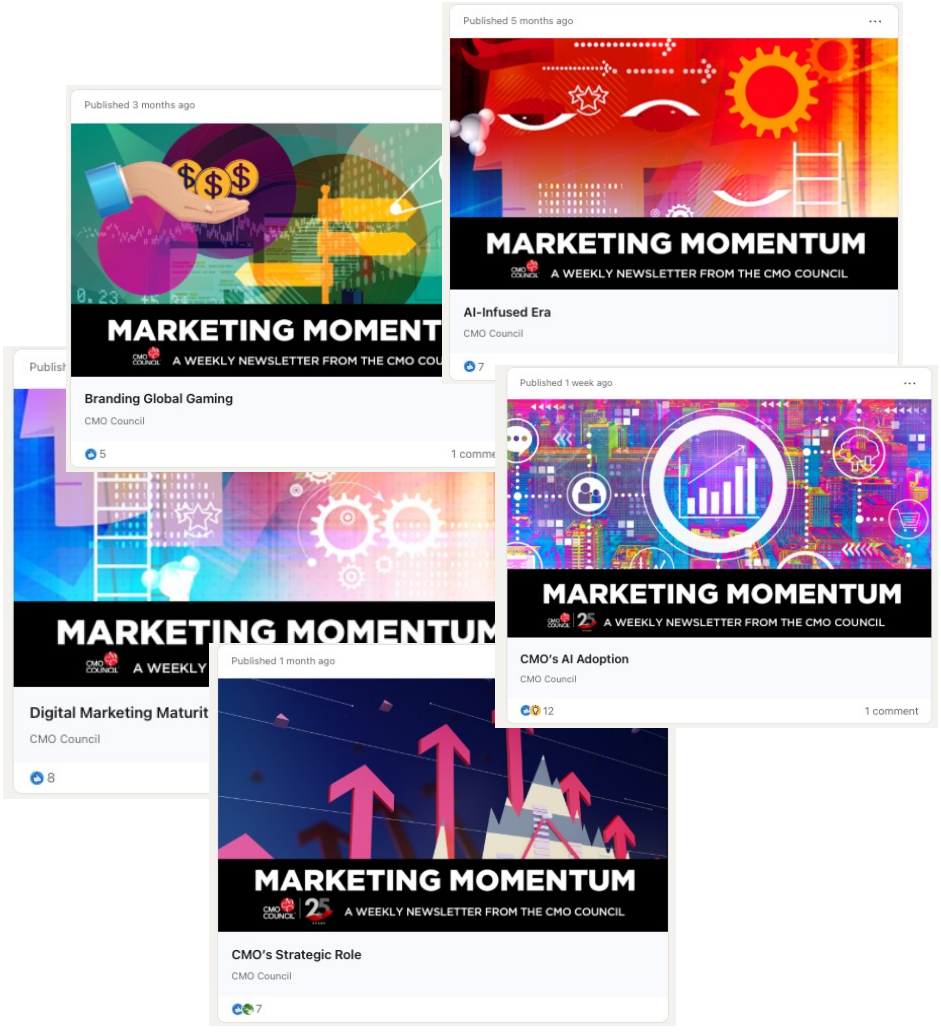
Marketing Magnified is the CMO Council's monthly newsletter, distributed to CMO Council members and industry subscribers

- Recent interviews have included perspectives from marketing leaders at:

Emirates · PEPSICO · STOLI GROUP · General Mills · AON · LEGO

- Advertising sponsorships available for multiple display dimensions, including full take-over for full month editions
- Reach over **24,700+** global subscribers

CMO COUNCIL™ 25 YEARS



MEDIA & ADVERTISING:
MARKETING MOMENTUM:
CMO COUNCIL SOCIAL NEWSLETTER

Insights and thought leadership for the modern high velocity marketer

- CMO Council Weekly Social Newsletter distributed to over 5,300+ subscribers and 15,000 followers highlighting global marketing trends and issues
- Opportunity for organizations to share thought leadership and feature exclusive insights, including byline commentary, executive interviews, and market insights.
- Promotion and syndication of each edition to over 300 CMO Council partner groups on LinkedIn for additional amplification

CMO COUNCIL 25 YEARS

SERVICES: *MARKET BRIEFINGS*



- Delivers key insights into market realities, trends and challenges based on primary research from the CMO Council
- Custom compiled to deliver insights into key issues and trends across the world of marketing that most impact a company or team's strategies, outlook and actions
- Includes opportunity to include bespoke research, qualitative interviews of industry leaders and comprehensive analysis of issues and points of impact that could affect sales, marketing and engagement strategies
- Briefings can be hosted virtually or in-person, based on need and budget

CMO COUNCIL™ | 25 YEARS

SERVICES: *ASSISTED SEARCH*



- Offers multiple levels of support to accelerate the recruitment process, increase the caliber and range of candidates, as well as assist negotiations and candidate selection
- Search engagements include:
  - Chief Marketing Officers (CMOs) or those at the EVP, SVP and VP level
  - Marketing leaders for divisions, regions, countries and lines of business (LOB)
  - Functional marketing heads
- All candidates are screened relative to job specifications and requirements, vetted to determine interest in the position offered, and briefed on the opportunity to increase interest and receptivity to recruitment overtures.

CMO COUNCIL™ 25 YEARS

SERVICES: *CONTENT PERFORMANCE AUDIT*



- The CMO Council's audit process looks to raise the caliber of content produced in organizations
- Catalogs impact and influence this content might have on brand awareness, perception, deal contention and buyer/specifier consideration
- Each audit provides an in–depth, integrated view and assessment of content marketing initiatives – from strategy, messaging and platform building to content origination, distribution, reach and impact
- Assessments include interviews with key content stakeholders across the organization and external stakeholders including customers
- Content map identifies weak points in activating, educating and embracing customers/prospects across entire sales funnel

CMO COUNCIL™ 25 YEARS

THE CMO COUNCIL

The Peer-Powered Network



Get in Touch to Get More Engaged

Bryan DeRose
SVP, Partnerships & Business Development
CMO Council
bderose@cmocouncil.org
408-921-1577

CMO COUNCIL™ 25 YEARS