

Traditional CMO Role

Job Duties

- Brand stewardship
- Define marketing strategy
- Execute PR, advertising
- Develop promotions & sponsorships
- Campaign execution & lead generation
- Support sales channels
- Marketing collateral creation
- Competition analysis

Skills

- Agency management & budgeting
- Lead traditional marketing team
- Pipeline development / sales skills
- Increase customer satisfaction



**Expanding
CMO Role**

Digital CMO Role

Job Duties

- Develop & align customer experiences at all touch points
- Integrate programs that follow the buyer's journey approach to segmentation
- Engage prospects prior to sales engagement
- Manage partners, influencers, and communities
- Implement lead-to-revenue management processes that attract and nurture demand
- Align marketing metrics directly with business metrics
- Generate thought leadership that drives brand differentiation

Skills

- Orchestration of key multiple agency partners
- Inspire team of internal and external marketing resources
- Success with revenue growth & profitability in coordination with sales
- Heavy collaboration with IT to reach corporate goals