Evolving Role of the CMO: A New Face of Marketing & Data-Driven Decision-making

CMOs have to drive tough conversations about performance on the one hand and sustainability and social impact on the other. This is a great opportunity for CMOs to create genuine impact on the world. It is a time that CMOs have to take leadership in the digital transformation of their brands. This requires a new mindset that combines human-centered and data-driven perspectives.

Woolworths

Aaron Mitchell, CMO Europe Zone, Orange

"In the future, CMOs will need to drive for the new role of the CMO, where marketing is not just post-purchase but can also be influencers and marketers to share insights and collaborate with customers. By doing so, we can create lasting, meaningful relationships with our customers."

Forbes

Drieke Leenknegt, Founder and CEO, Contentsquare

"As the digital world expands, and with it the need for online experiences that, increasingly looking at their core, are still human. As the digital world expands, and with it the need for online experiences that, increasingly looking at their core, are still human."

Collaboration for the Good of the World

Virginie Regis, Group Marketing and Communications Officer at Capgemini

"Modern CMOs collaborate with traditional partners, such as creative and media agencies, as well as emerging ones, particularly those that bring data and creative skills together. The role of the CMO is more purpose-led, data-driven, human-centered, and collaborative and how organizations can confirm their digital products take considerations into account."

Forbes

Jonathan Cherki, Founder and CEO, Contentsquare

"Digitalization has enabled our brand to connect with our customers in new ways, allowing us to create a space that can be familiar, environment."