

# THE RISE OF THE CHIEF MARKET OFFICER

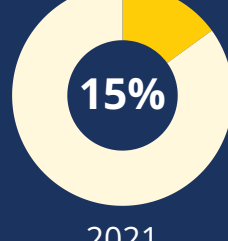
The CMO role is evolving—Will you keep up?

Discover emerging Chief Market Officer responsibilities and priorities that will strategically enable your go-to-market transformation.

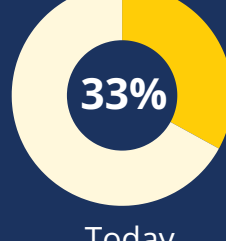
We're in a digital transformation driven by AI and it's elevating the role of the CMO. The C-suite expects marketing leaders to go beyond working at the behest of sales. Now, they must understand the markets, tech shifts, and the changing buyer journey to create an omnichannel customer experience that delivers business and revenue growth.

## How Quickly Things Change.

In 2021, 49% of marketing leaders said there would be no change to their role in the next two years, and only 15% said the role would become a Chief Market Officer. Today, more than 33% of marketing leaders say the CMO is a new or expanded role.



2021



Today

## The C-suite's top 5 priorities for the future. Are you aligned?

### 1. Customer Acquisition

*The CMO as a Revenue Driver*

31% of marketers believe customer acquisition is their top priority; 39% of C-suite executives agree.



- Your Chief Revenue Officer is watching the sales pipeline. A tailored message crafted with trusted data is more impactful.
- Create strategic value propositions for decision makers by utilizing proven market intelligence to drive sales.

### 2. Modernizing Martech

*The CMO as an Analyst*

41% of marketers say that digital business transformation is going to drive C-suite expectations in the next year.



- CIOs know the value of ethical AI and want responsible AI-powered customer journey tools that inspire trust.
- Influence the buying committee with interactive, visually immersive content; work with your CIO to automate tasks so you can be creative.

### 3. Improving Intelligence

*The CMO as a Customer Analyst*

By 2027 IDC predicts that a marketer's competencies and skill sets need to evolve to become a creative scientist.



- Right content. Right place. Right time. Your Chief Sales Officer expects you to use marketing science, data and analytics to deliver trusted, persuasive messaging.
- Strengthen precision marketing and omnichannel orchestration with leading market intelligence; invest in AI-fueled tech and prove ROI to your CSO.

### 4. Optimizing Marketing

*The CMO as a Customer Liaison*

37% of marketers say creating a unified omnichannel CX journey will influence their strategy over the next 12-18 months.



- Accurate, relevant data during the AI-fueled journey is paramount, as your Chief Experience Officer expects. Optimize SEO, keywords and metadata for a seamless experience.
- Stay ahead of buyer behavior with a CXO/CMO strategy driven by actionable thought leadership on market trends and customer needs.

### 5. AI Governance

*The CMO as a Technology Leader*

40% of marketers say brand reputation and protection are the top challenges their organization faces when implementing AI initiatives.



- A Chief AI Officer knows customers who don't trust you, won't work with you. Protect brand reputation with risk mitigation plans for AI tools.
- Prioritize transparency, accountability, and customer data privacy; trust-based marketing starts with ethical AI.

# #1

**The AI-fueled tech shift is the number one factor driving C-suite expectations for the changing CMO role.**

Choose the right partner to **capitalize on the complexities of a tech shift** and **align with your C-suite goals**. With IDC, marketing leaders will have world-class intelligence, reputable data and insights and deep analyst partnerships that quiet market noise while you:



Recalibrate marketing strategy



Integrate AI and automation



Refine customer experiences



Adapt to emerging technologies

For a deeper dive into **how marketers can align with the C-suite, prove ROI and differentiate themselves** in a crowded market, read our whitepaper: [“CMO Roadblocks: Accelerate Growth by Solving Your Toughest Challenges”](#).

Want to hear the **latest in expert thought leadership** directly from one of our analysts? Watch our webinar: [“Marketing's Imperative in the Experience Era”](#) by Laurie Buczek, GVP Executive Insights.

To read about the **top 3 burning questions** asked at our webinar, read our blog: [“The Buyer Behavior Shift: Capitalizing on AI's Potential”](#).

Source:

- Webinar: [“Marketing's Imperative in the Experience Era”](#)
- [2025 IDC Global B2B Tech CMO Priorities Study](#)