

CMO PULSE SURVEY

Korn Ferry's Global Chief Marketing Officers Practice surveyed more than 200 marketing leaders, including 67 CMOs, on a variety of topics to understand their perspective on the role and the major trends impacting the marketing function.

No ready now successor in sight.

84%

of CMOs do not feel that there is a ready-now successor for their role

And only 41%

believe there is a comprehensive succession plan.

Top strategic priority.

Customer centricity

34% of CMOs cited customer centricity as their top strategic priority, but only 10% of CMOs spend the most time on optimizing customer experience

CMOs spend the most time on.

67%

Driving strategy or driving revenue

Most valuable career experience.

Transformation

41% of CMOs said working at a company going through a transformation

Top two areas in greatest need of transformation

Digital marketing and Performance marketing (38%)

CMOs are Business drivers

78% of CMOs said their role is very important when their firm is developing its strategy



90% of CMOs said they report to their boards