



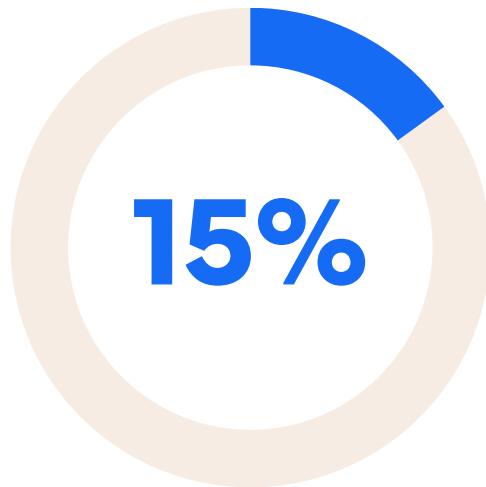
The rise of the Chief Market Officer

How AI, market shifts, and C-suite expectations
are reshaping the CMO role

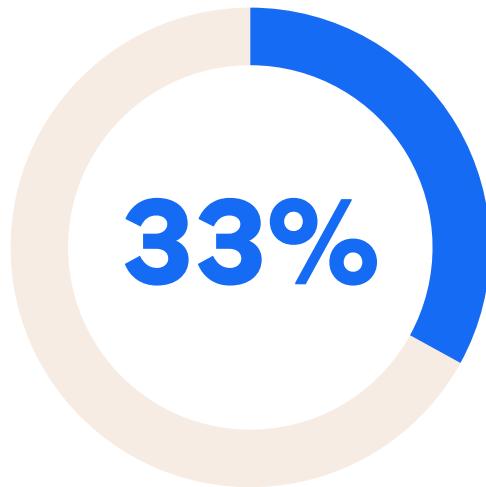


How quickly things change

Digital transformation accelerates role evolution.



In 2021, only 15% of marketing leaders said the CMO's role would become Chief Market Officer.



Today, more than 33% of marketing leaders say the CMO is a new or expanded role.



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 execs agree.

CRO insight: Your Chief Revenue Officer is watching the sales pipeline. A tailored message with trusted data is more impactful.

CMO action: Use proven market intelligence to create strategic value propositions for decision-makers.





2. Modernizing martech

The CMO as a analyst

41%

of marketers say that digital business transformation will drive C-suite expectations in the next year.

CIO insight: CIOs know the value of ethical AI and want responsible AI-powered CX journey tools that inspire trust.

CMO action: 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

2027

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

CSO insight: Right content. Right place. Right time. Your Chief Sales Officer expects you to use marketing science, data and analytics to deliver trusted, persuasive messaging.

CMO action: Influence the buying committee with interactive, visually immersive content; work with your CIO to automate tasks so you can be creative.





4. Optimizing marketing

The CMO as a customer liaison

37%

of marketers say creating unified omnichannel CX journeys will influence their strategy over the next 12-18 months.

CXO insight: Accurate, relevant data across the AI-fueled journey is paramount to your Chief Experience Officer expects. Optimize SEO, keywords and metadata for a seamless experience.

CMO action: 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 the top challenges their organizations face when implementing AI initiatives are brand reputation and protection.

CSO insight: Right content. Right place. Right time. Your Chief Sales Officer expects you to use marketing science, data and analytics to deliver trusted, persuasive messaging.

CMO action: Influence the buying committee with interactive, visually immersive content; work with your CIO to automate tasks so you can be creative.





#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's goals.

With IDC, marketing leaders gain world-class intelligence, reputable 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

Turn insights into action

[Marketing AI knowledge hub](#)

[Guide to reaching buyers in the age of AI](#)

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Source:

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

