

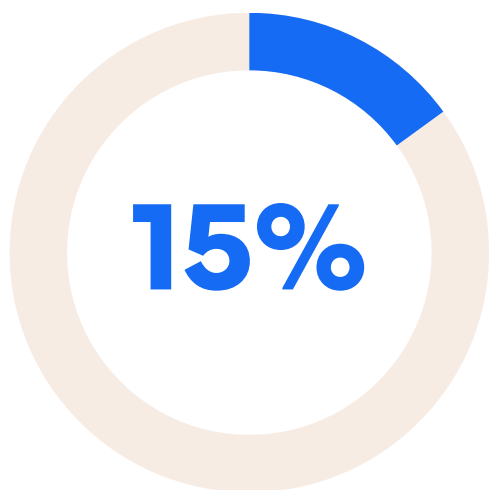


# The rise of the Chief Market Officer

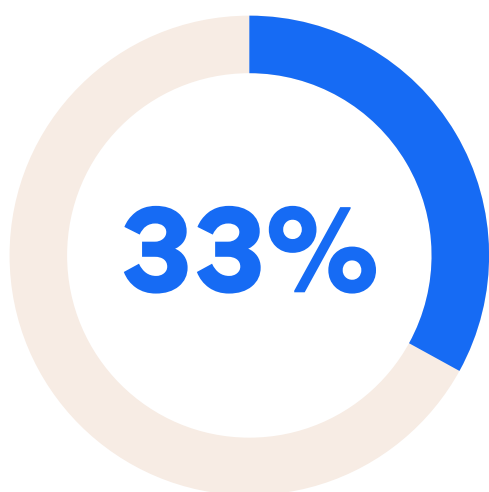
How AI, market shifts, and C-suite expectations  
are reshaping the CMO role

## → 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 liason

**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](#)

[IDC Contact Us](#)

**Source:**

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

