



THE GLOBAL PEER-POWERED NETWORK™

# CHIEF MARKETING OFFICER (CMO) COUNCIL



# A GLOBAL KNOWLEDGE TRANSFER AGENT

For more than a decade, the CHIEF MARKETING OFFICER (CMO) COUNCIL has been driving thought leadership and advocacy as a global knowledge transfer agent for thousands of senior marketing professionals worldwide. Our 7,000-plus members in more than 110 countries control more than \$400 billion in annual marketing spend and represent many of the most progressive and adept multi-national brands, regional business powerhouses, and nimble emerging growth companies in both established and developing nations.

Dedicated to producing meaningful and relevant content and influencing and shaping strategic conversations among peer-level executives, the CMO Council has become a global resource for marketing professionals, solution and service providers, executive recruiters, media outlets, book publishers, marketing organizations and institutes, business schools, bloggers and social media commentators.

Inspiration and direction for CMO Council platforms and agendas comes from seven regional advisory boards in North America, Europe, the Middle East, Africa, Latin America, India and Asia-Pacific. More than 450 senior marketers from both the B2B and B2C sectors are on these boards and meet regularly to provide feedback on regional and local market dynamics, as well as strategic marketing issues and priorities.

The CMO Council website ([cmocouncil.org](http://cmocouncil.org)) attracts more than 30,000 page views per month. There are more than 40,000 CMO Council listings on Google. Thousands of CMO Council reports have been downloaded, and thousands of executives take part in our Intelligent Market Engagement™ (IME) programs that include qualitative interviews,

online audits and surveys, webinars, workshops, dinner dialogues, panel presentations and elite retreats worldwide.

## CONTINUOUS THOUGHT LEADERSHIP

Much has changed since the CMO Council's inception in 2001. Our early embrace of marketing performance measurement (MPM) as a strategic area of focus provided marketers with a roadmap for the journey toward greater accountability, productivity and yield across their organizations. MPM has now become a buzzword and strategic imperative for every CMO and global marketing group.

The advent and embrace of digital marketing platforms, interactive communications channels and closed-loop measurement systems over the past five years has enabled a much higher degree of ROI tracking and evaluation of campaign outcomes. On-demand CRM systems, lead qualification and nurturing disciplines, and more sophisticated cultivation and conversion practices are enabling better insights into marketing's pipeline provisioning

### quick facts

- [ 7,000+ MEMBERS
- [ MORE THAN 110 COUNTRIES
- [ MEMBERS CONTROL \$400 BILLION IN ANNUAL MARKETING SPEND

performance. Here, too, the CMO Council has taken a leadership voice with its global Coalition to Leverage and Optimize Sales Effectiveness ([www.closebiz.org](http://www.closebiz.org)), which now numbers more than 14,000 sales and marketing professionals worldwide.

The CMO Council is further contributing to this vital area of conversation with its Digital Marketing Performance Institute and Content ROI Center. Both are essential knowledge brokers as digital marketers seek optimal ways to reach and engage more than 2.5 billion people connected to the Internet; another 7 billion dependent

on wireless communications devices; and hundreds of millions expressing opinions, exchanging views and posting their own rich media content daily in online communities and social networks.

Delving deeply into the drivers of customer affinity, the council has been able to define a new measure of marketing effectiveness. This is directly linked to customer desire or intention to do business and the level of attachment and advocacy rather than traditional metrics associated with brand awareness, recognition and recall.

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## HELPING CMOS DELIVER MORE VALUE

The CMO Council has also looked closely at where and how CMOs can impact the organization and deliver more business value through tighter integration and alignment with fellow C-level executives across the sales, customer service,

information technology, finance, product development, procurement and supply chain sectors.

Strategic interest groups have been formed to further thinking across a variety of vital areas.

### Strategic Interest Groups



CONTENT  
**ROI**  
CENTER  
Best Practices in Content Marketing

[contentroicenter.org](http://contentroicenter.org)



**CL****OSE**  
COALITION TO LEVERAGE AND  
OPTIMIZE SALES EFFECTIVENESS

[closebiz.org](http://closebiz.org)



**CUSTOMER  
EXPERIENCE**  
B O A R D

[customerexperienceboard.org](http://customerexperienceboard.org)



**CMO|CIO**  
ALIGNMENT  
IMPERATIVE

[cmocioalign.org](http://cmocioalign.org)



**DIGITAL MARKETING  
PERFORMANCE  
INSTITUTE**

[onlineperformance.org](http://onlineperformance.org)



**GeoBranding™**  
CENTER  
*Country. Origin. Destination. Location*

[geobranding.org](http://geobranding.org)

Within these sub-groups, the CMO Council is exploring the value of giving customer voice more volume through better listening and responsiveness to market wants, desires and directions. We are advancing go-to-market efficiency with prescriptive programs like Define Where to Streamline, Calibrate How You Operate and Unify to Multiply Marketing Ecosystem Effectiveness. And we are determining the power of personalization and to what extent relevance drives response and relationships through better behavioral targeting and timely delivery of individualized messages across multiple channels and touch points.

Looking ahead, the CMO Council will be delving into a wide range of strategic topics, advocacy agendas and thought leadership topics, including:

- + Localize to Globalize
- + Ethical Branding
- + Mobile Relationship Marketing
- + The Content Connection to Vendor Selection
- + The State of Digital Marketing in Asia-Pacific
- + State of Marketing 2014

## UNDERWRITING SUPPORT

Our business model is based on corporate sponsorship of global member engagement activities and intellectual capital building initiatives. We are grateful to a wide range of companies for their initial and continued support. They include Accenture, Adobe, Alterian, Amdocs, Archway, Boston Consulting Group, *BusinessWeek*, CSC, D&B, Deloitte, Domo, Experian, Google, IBM, IDG, Marketo, Merkle, Microsoft, NetLine, Nielsen, NVISION/North American, Oracle, OpenText, Pitney-Bowes, InfoPrint Solutions, SAP, SAS, Satmetrix, *The Economist*, United Business Media, *The Wall Street Journal*, Xerox, Yahoo! and many others.

## NON-PROFIT INITIATIVES

Our primary cause-marketing campaign on a global level is the **PAUSE TO SUPPORT A CAUSE™** Pause to Support a Cause initiative, which directs a share of marketing research dollars to non-profits based on consumer participation in online research programs funded by CMO Council members. [www.SurveyforGood.org](http://www.SurveyforGood.org)



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