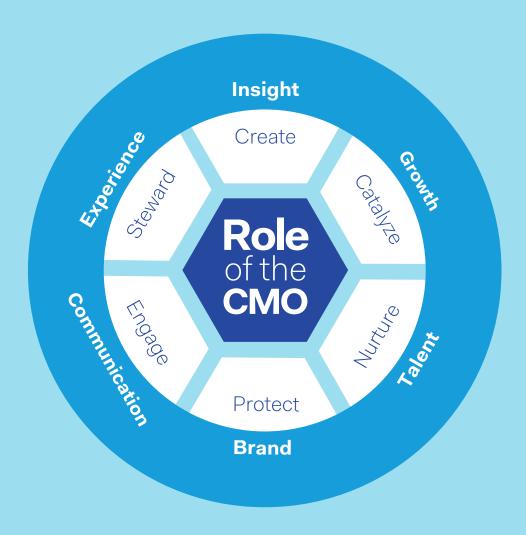
The Multifaceted Role of the CMO



FUNCTIONWhat the CMO Leads

ACTIONHow the CMO Acts

Source: CMO Forum & Clared

CMO Framework: Six Facets

This framework was co-created by the group at the initial CMO forum in 2013 as a way of thinking about the future role of a CMO in a global company.

- Insight: keep an eye on global trends and the marketplace
- Growth: serve as a catalyst for innovation and business
- Talent: nurture marketing team and create cultural ambassadors in other departments
- Brand: protect and enhance the company story and values
- Communication: tell the brand story
- Experience: intensify and diversify stakeholders' interaction with the brand