

The Multifaceted Role of the CMO



FUNCTION

What the CMO Leads

ACTION

How the CMO Acts

Source: CMO Forum & Clareo

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