

Redefining Markets Insights from the Global C-suite Study – The CMO Perspective

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For this study we interviewed 723 CMOs from more than 50 countries ... out of 5247 CxO Globally



CMOs are acutely aware of how the boundaries between previously distinct industries are blurring ... be ready for the 'Uber syndrome'



Top trends to impact business (in 3 to 5 years)

CMOs, like other CxOs, realize many technologies are driving changes in the business landscape

Cloud computing and services

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Mobile solutions

Internet of Things (IoT)

Cognitive computing

Advanced manufacturing technologies

New energy sources and solutions

Bioengineering

Man-machine hybrids

Technologies revolutionizing business (in 3 to 5 years)

63%	59%
61%	64%
57%	62%
37%	41%
28%	24%
23%	22%
12	10%
10%	11%

All CxOs 🔴 CMOs

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CMOs regard developing better customer experiences as their top marketing priority

CMO priorities for the marketing organization

Create better experiences for customers

Increase depth of analytical skills Improve operations and organizational structures

Enhance social and mobile

Better measures of marketing effectiveness

Shift from traditional to digital marketing

Increase use of cloud technologies

Improve CRM applications



IBM Institute for Business Value

They expect to continue to engage with customers on an even more individualized, digital basis than in 2013

Business landscape change (in 3 to 5 years)



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of all CMOs plan to expand their partner networks to access external innovation more effectively



One of CMOs' key goals is to make the marketing function much more data-driven in the future

Approaches to developing marketing campaigns



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Summarizing

A long time ago in a galaxy far, far away...

#1 Embrace creative destruction

"Difficult to see. Always in motion is the future."

-Yoda



#2 Rethink everything through the lens of customer experience

"I've built a racer. It's the fastest ever!"

- Anakin Skywalker



#3 Inject data-driven insights into every marketing decision

"I am fluent in over six million forms of communication and can readily"

- C-3PO



#4 Defend your brand identity at any risk

"I'll know soon which truth is being in all of this."

- Anakin Skywalker



Thanks for your attention