# DECISION SUPPORT FOR MARKETING LEADERS

## Tap the CMO Council's Global Knowledge Base of Practitioner Insights.

Learn, Grow and Compete with On-Demand Access to Timely Intelligence, Guidance and Best Practices from the CMO Council's Peer-Powered Network of Marketing Leaders Worldwide.

CMO COUNCIL™ | 25 YEARS

# TABLE OF CONTENTS


**3** **CMO COUNCIL COMMUNITY ENGAGES THE WORLD'S MARKETING MAVENS**

Global CMO Council impact and exponential value

**4** **PREMIER RESEARCH REPORTS AMPLIFY AND DEEPEN ACUMEN**

Knowledge sharing to inspire new thinking and approaches

**6** **EXCLUSIVE EXPERT INSIGHTS IMPROVE STRATEGIC DECISION-MAKING**

Individual CMO success stories and proven methodologies

**8** **REGULAR UPDATES TRACK MARKET SHIFTS AND NEXT PRACTICES**

Bi-weekly inbox invite to practitioner insight and innovation

**9** **LIVE ENGAGEMENT SHARES PAIN AND GAIN WITH FRONTLINE MARKETERS**

Online networking and knowledge exchange with peers

**10** **MEMBERSHIP OVERVIEW**

Why join the CMO Council?


© 2026 CMO Council. All rights reserved.

The Chief Marketing Officer (CMO) Council has been driving thought leadership and advocacy as a trusted global knowledge transfer agent for thousands of senior marketing professionals globally **SINCE 2001**.

over
**16K**
**MEMBERS**

in over
**10K**
**COMPANIES**

across
**120**
**COUNTRIES**

CMO Council engages 16,000 plus Chief Marketing Officers in over 10,000 companies, across 120 countries, which collectively control $1 trillion in marketing spend. A critical cog is the CMO Council Advisory Board drawn from seven regions, as well as leading business schools. This input and feedback ecosystem of domain experts and local marketing leaders, represent the most progressive and adept multi-national brands, regional business powerhouses, and agile emerging brands, globally.

In fact, half (49%) of CMO Council members are at companies with annual revenues in excess of $1 billion USD; and the majority (80%) of CMO Council members hold CMO, EVP, SVP, VP or Head of Marketing titles; plus they represent all industry sectors, with the top five verticals being Tech/ Telco, Financial Services, CPG, Retail and Travel/Hospitality.

Our seven regional CMO Council Advisory Boards actively engage with over 400 leading brand decision makers in North America, Latin-America, Europe, Middle East, Africa, Asia-Pacific and India. Plus, our Academic Liaison Committee curates insights from over 50 marketing professions representing top business schools and academic programs worldwide.

Our unparalleled connections and affiliate relationships ensure the CMO Council leads current digital marketing transformation with exclusive, bespoke research reports and commentary. All our content and views come from qualitative and quantitative engagement with those who are at the forefront of modernizing how brands and companies succeed in the connected economy.

© 2026 CMO Council. All rights reserved.

## **NAVIGATE** your path to marketing success with CMO Council.

CMO Council's influential industry elite share expert thought leadership and analysis, bolstering our library of over 300 research reports, webinar wisdom, expert views, CMO interviews, articles and strategic insights – an unparalleled resource for the industry.

This 20-year archive of original, actionable insight is priceless and a vital strategic and academic asset to any business, brand, marketing professional including academics and researchers, educational institutions, solution and service providers, channel partners, agency professionals, marketing technology vendors, marketing organizations, business schools, book publishers, executive recruiters, media brands, and influencers. Learn from practitioner-based knowledge and peer-powered experiences, through our library of exclusive, bespoke content shaping strategic conversations among Chief Marketers.

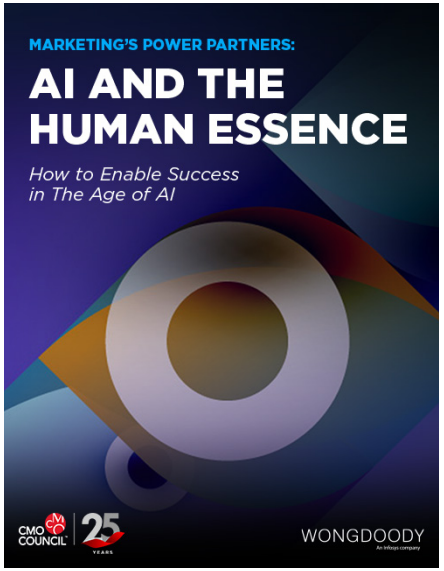
This CMO Council content catalogue presents over two decades of primary research into the issues, problems, priorities and needs of marketing leaders worldwide. This deep, practitioner-based knowledge spans strategic marketing imperatives and digital transformational challenges facing B2B and B2C companies in all major industry sectors.

The evergreen content is a vital resource and required reading for marketing leaders on tactical subjects:

- Role of the CMO
- Data & Analytics
- Customer Experience & Engagement
- Digital & Omnichannel Marketing
- Operations & Strategy
- Marketing Spend & Outlook
- Sales & Channel Effectiveness
- eCommerce/Shopper Marketing
- Consumer Trends
- Brand Protection & Reputation
- Advertising
- Content Marketing
- Mobile Relationship Marketing
- Globalization, Localization & Multicultural Engagement
- Marketing Supply Chain
- Event Marketing
- Artificial Intelligence

© 2026 CMO Council. All rights reserved.

# **THIS** is what CMOs have to say in our latest reports:

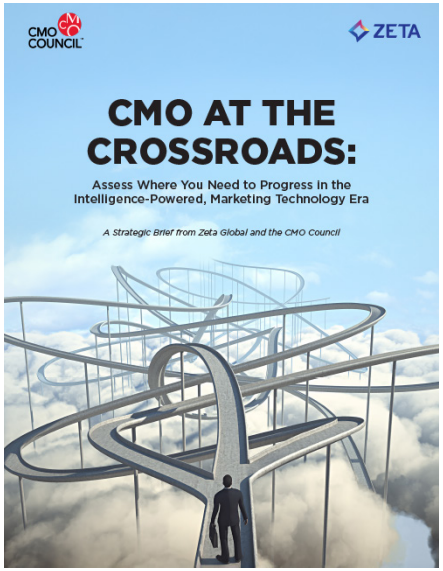



## AI AND THE HUMAN ESSENCE

How to Enable Success in The Age of AI

## CMO COUNCIL MARKETING VITALITY INDEX

Annual Assessment of Forces + Factors Impacting Functional Performance




## CMO AT THE CROSSROADS

Assess Where You Need to Progress in the Intelligence-Powered, Marketing Technology Era

© 2026 CMO Council. All rights reserved.

## **GET TO KNOW** the world's top CMOs and how they summit the pinnacle of growth.

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.

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

- Marketing Technology Migration, Integration and Optimization: Deploying and evaluating marketing technology and eCommerce systems to optimize customer journey, path to purchase and revenue
- Modeling The Customer-Intuitive Enterprise: Creating an organizationally and functionally aligned culture and operational mindset around customer satisfaction and value creation
- Mapping New Routes To Revenue: Architecting growth strategies and plans to generate greater returns from products, programs, pricing, markets, partnerships and customer relationships
- Brand Inspiration From Smarter Data Exploration: Using AI-powered insights and analytics to impact product ideation, customer relationships and business performance
- Advancing The Marketing Leadership Agenda: Understanding the new mission and mandate of the CMO in an age of marketing transformation, operational excellence and innovation
- Omnichannel Experience Management: Seeking ways to humanize, individualize and scale on-demand customer engagement through adaptive digital interaction
- Bringing Precision To Every Marketing Spend Decision: Analyzing and modeling the marketing mix for greater attribution, compliance and performance measurement
- Brand Purpose And Marketing Realignment In The Age Of Multicultural Consumerism: Dealing with diversity, ethics, privacy and a racially and ethnically blended global market

© 2026 CMO Council. All rights reserved.

## **THIS** is what CMOs have to say in our latest peer insights:

"What I find valuable is the unmatched access to thought leadership, powerful expert perspectives, and a great and continuous source of inspiration. This community keeps me in tune with the most relevant and hot topics in marketing, and wow don't we need that today! Truly grateful for this empowering and supportive network."

**Kurt Frenier**
*Vice President of Global Brand Innovation Platforms*
**pladis Global**

"More than just a network, the CMO Council has access to research, content, and insights to help you succeed as a CMO. I have been a member for over ten years and can say that it has enhanced my network and positively impacted my career."

**Martyn Etherington**
*Chief Marketing Officer*
**BMC Software**

"The CMO Council's global pool of highly knowledgeable thought leaders help guide me and my team to best navigate and optimize a highly fragmented, hyper-changing, hyper-scaling e-commerce, advertising, and marketing landscape."

**Peter Weedfald**
*SVP Sales & Marketing*
**SHARP Home Appliances – SEMCA, Sharp Electronics Corporation USA**

© 2026 CMO Council. All rights reserved.

# GET TRAILBLAZING MARKETING INSIGHTS

delivered promptly to you weekly and monthly

Current disruptive market conditions worldwide have created a crisis of meaning for chief marketers as they face a myriad of challenges in a vastly transformed landscape post-pandemic. Yet CMOs are expected to boost the marketing performance of the organizations and brands they represent; tackle organizational challenges; deal with an increasingly complex digital environment; and rapidly add to their own skills set so they remain relevant in the inexorable march to digital transformation.

We support marketers with a comprehensive map to our best content on a variety of subjects each month, unpacking the key insights from our reports, expert thought leadership and CMO interviews in our weekly Marketing Momentum newsletter on LinkedIn. Join our CMO Council page on LinkedIn to receive it @**CMOCouncil.**

MARKETING MAGNIFIED

## MARKETING MAGNIFIED

Join thousands of global marketing leaders, from leading CMOs and top brands, in subscribing to Marketing Magnified, the CMO Council's newsletter, bringing you exclusive research from the CMO Council and invites to bespoke Webinars and Events. Keep up with sector trends and stay informed on market shifts that impact your business by signing up now!

© 2026 CMO Council. All rights reserved.

## A CMO COUNCIL MEMBERSHIP

is your library card to a lifetime of learning and growth.

CMO Council has one of the richest repositories of industry IP and current marketing knowledge, including the skills needed to circumvent the post-pandemic world and plot a future trajectory for your organization and your professional career.

Peer-inspired learning for professional development is a continuous journey and CMO Council provides the signposts to sustainable strategy. Connect with our prominent peer-network by signing up as a member now!

Many CMOs report gaps and holes in marketing automation and digital transformation across their global organizations. This is impacting the ability to realize full revenue potential and optimize customer value and relationships.

With our Premium Membership, we will guide you to the insights and strategy you need.

Strong links between senior marketing practitioners and academic leaders could significantly benefit student preparation, internship experiences, post graduate placement, alumni networking, and ongoing professional development.

**Areas of collaboration potentially include:**

- Business school connections to global marketing leaders and "next" practice insights
- Low-cost subscription to a continually refreshed marketing content library
- Real-time student access to fresh, rich, and relevant thought leadership
- Facts, stats, reports, studies, original research, and practitioner guidance
- Collaboration on course development, student assignments and internships
- Preferred CMO Council member pricing for business school alumni in the marketing field
- Publication of academic papers, student projects and cooperative research

© 2026 CMO Council. All rights reserved.

# WHY JOIN THE CMO COUNCIL?

**CONNECT** with **16,000** marketing leaders in **10,000** companies

**ACCESS** the world's largest strategic marketing content library

**SOURCE** current practitioner-based knowledge and peer experiences

**ENGAGE** with stakeholders collectively controlling **$1 trillion** in annual spend

**GAIN** guidance from seven regional advisory boards with **350** senior practitioners

**BENEFIT** from academic linkages to more than **100** top business schools

**TAP** a global ecosystem of marketing innovation experts, influencers and enablers

© 2026 CMO Council. All rights reserved.

# WHO QUALIFIES FOR A BASIC CMO COUNCIL MEMBERSHIP?

- Chief marketing executives at a corporate, brand, division, line of business or geo level (CMO, EVP, SVP, VP, Director, Head of Marketing)
- Functional leaders heading up operations, campaign management, advertising, research, analytics, digital, eCommerce, data, revenue, customer experience, finance, procurement, IT, etc.
- Transitioning, fractional or retired chief marketers who are consulting, mentoring or coaching

*Applicants must have LinkedIn profiles that show demonstrated marketing prowess, a proven track record of accomplishment, and leadership in marketing innovation and digital transformation.*

# WHAT ARE THE BENEFITS OF PREMIUM MEMBERSHIP?

**ELEVATE**
your capacity to lead and drive growth

**SOURCE**
strategic guidance and peer knowledge

**THRIVE**
on empowering content and conversation

**NETWORK**
with inspiring leaders and domain experts

## WHAT DOES THIS INCLUDE?

- Vibrant, interactive engagement on physical and virtual level
- Unlimited access to the biggest online library of practitioner-based insight
- Nearly 300 original reports and studies spanning two decades
- Rich, relevant and revealing interviews with best practice leaders
- Timely and topical blogs, podcasts, video vignettes, and webinars
- On-demand sourcing of updated global marketing facts + stats
- Free VIP attendance (with car service) at CMO Council events
- Networking assistance and introductions to members worldwide
- 10 percent off CMO Council merchandise and affinity group services
- Pay-as-you-go counseling and coaching from notable domain experts
- Personal, private benchmarking of compensation compared to peers
- Assisted search service for finding new talent or job opportunities

© 2026 CMO Council. All rights reserved.

# HOW ABOUT A CORPORATE GROUP MEMBERSHIP?

## DON'T JUST SIGN UP, POWER UP YOUR MARKETING TEAM

**TAKE OUT A CORPORATE MEMBERSHIP** to the CMO Council and make the collective brains trust of our peer-powered network available to all functional heads and C-level contemporaries in your organization. Give them access to best and next practices from digital transformation leaders, marketing technology architects, organizational change management specialists, and customer experience innovators. Help them understand regional insights, nuances and cross-cultural variations from localized member experiences in more than 120 countries. Equip them to compete more effectively and stay ahead of new contenders, market disruptors and demand chain challenges. Further their knowledge and understanding of the latest procurement, evaluation and measurement practices used by global brands.

### CORPORATE MEMBERSHIP FOR UP TO 30 EXECUTIVES INCLUDES:

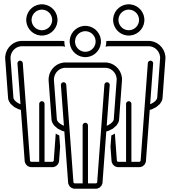
- Unlimited access to the biggest online library of practitioner-based insight
- Nearly 300 original reports and studies spanning two decades
- Rich, relevant and revealing interviews with best practice leaders
- Timely and topical blogs, podcasts, video vignettes, and webinars
- On-demand sourcing of updated global marketing facts + stats

© 2026 CMO Council. All rights reserved.

# WHAT ARE THE OPTIONS FOR OTHERS?

**INDIVIDUAL LIBRARY SUBSCRIPTIONS**
**(mid-level marketers, agencies, vendors)**

**STRATEGIC RELATIONSHIPS**
**with business schools and faculty members**



**PARTNERSHIPS**
**with affiliated groups, associations and institutes**

## GROW FROM WHAT MARKETING LEADERS KNOW.

**BECOME A CMO COUNCIL LIBRARY SUBSCRIBER** ($295 annually) to tap the collective brains trust of our peer-powered network of 16,000 top decision makers controlling nearly $1 trillion in annual spend. Find out what's hindering or helping today's modern CMO. Get smart about how to position or pitch your solution or service to this key client-side decision maker. Understand the context and complexities when it comes to marketing transformation, operation, or procurement. If you are an agency professional, mid-level manager, academic faculty member, or part of the marketing supply chain and vendor ecosystem, Library membership is just what you need.

© 2026 CMO Council. All rights reserved.