

4 Tips for CMOs From C-Suite Leaders on How to Truly Make an Impact Today

When we did a quick poll with our CMO community last year, 84% believed that the role of the CMO and the role of marketing elevated through last year in so many ways. This was one of many inspirations for launching The Business of Marketing Podcast, as we wanted to unpack how CMOs work collaboratively with their C-suite partners to drive business transformation.



Don't miss **The Business of Marketing**, a new series featuring leading c-suite executives sharing insights on the importance of leveraging the intersectionality of marketing, finance, technology, HR and the boardroom to drive business growth. **Tune in.**

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