Adweek Outlook 2023

During the darkest days of the pandemic, we were forced to adapt on the fly as we navigated the seismic changes across media, marketing and tech, uncertain as to what lay ahead. But now, while Covid-19 may no longer be top of mind, the future is no less clear, with economic headwinds presenting a fresh set of challenges. How to plan and move forward with such limited visibility? That’s where Adweek comes in, as we look at the biggest issues and challenges that you and your teams will be tackling going into yet another unprecedented year, from negotiating economic uncertainty to embracing the creator economy to prioritizing multicultural marketing.

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CMOs get candid about driving growth amid economic headwinds

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Clockwise from top left:
CMOs Soyoung Kang (eos Products),
Orlando Baeza (Flock Freight),

Denise Karkos (SiriusXM),
Karin Timpone (Major League Baseball),
Tiffany Xingyu Wang (OpenWeb)
and Dara Treseder (Autodesk).

As the industry kicks off 2023 under a cloud of economic uncertainty, no one is affected more directly than marketers, who not only are tasked with deciding what and where to spend under decreased budgets—determination that will impact the rest of the advertising ecosystem—but must also determine how to best guide their brands to grow their respective businesses.

To hear directly from those marketing leaders and learn how, where and why they will be making strategy decisions in the new year, Adweek assembled a cross-section of CMOs—from big and small companies, upstarts and legacy organizations and a mix of B2B and B2C—for a spirited roundtable to share their insights about everything from tackling productivity amid economic uncertainty to collaborating with C-suite peers to their biggest challenges and opportunities in 2023.

Joining the wide-ranging conversation were CMOs Orlando Baeza (Flock Freight), Soyoung Kang (eos Products), Denise Karkos (SiriusXM), Karin Timpone (Major League Baseball), Dara Treseder (Autodesk) and Tiffany Xingyu Wang (OpenWeb). They talked about utilizing the skills they honed during the pandemic as they navigate the year's economic headwinds—and why even now, it's essential to take risks—and the importance of building trust among both consumers and the C-suite.

Read the edited highlights from their roundtable discussion with Adweek, which was moderated by Jenny Rooney, chief experience officer, and Jason Lynch, senior managing editor, TV and features.

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Outlook Q&As With Industry Leaders

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