As the Industry Evolves, It’s Time for CMOs to Act Like CEOs

Gartner’s prediction that CMOs will outspend CIOs on technology is now a fact: CMOs will use 12 percent of their company’s revenue on marketing technologies in 2018. It makes sense. Just as a consumer would look to Yelp before going to a restaurant, prospects today do research before talking to sales, meaning the marketing department… https://www.adweek.com/brand-marketing/as-the-industry-evolves-its-time-for-cmos-to-act-like-ceos/