CMOs Are Driving Growth, So Why Aren’t More Becoming CEOs?

However, while 56% of marketers say they have the skills to climb the ladder, the rest say gaps in experience and leadership—or simply a lack of desire—are holding them back.

According to a NewtonX survey of 500 senior marketers conducted for ADWEEK, 26% disagreed or strongly disagreed that they were CEO-ready, while 18% neither agreed nor disagreed.

Among the barriers on the road to CEO, CMOs cited a lack of leadership and P&L experience, and cross-functional exposure that the job calls for.

Recommended videos
https://www.adweek.com/brand-marketing/cmos-are-driving-growth-so-why-arent-more-becoming-ceos/