Meet the New Chief Collaboration Officer: The CMO

For 25 years, CarMax has blended the virtual with the physical. Car shoppers research the models they’re interested in on the website or app, then come into the nearest dealership, take the car for a spin, sign the papers and drive away. This hybrid business model has helped CarMax become the top used car dealer… https://www.adweek.com/digital/meet-the-new-chief-collaboration-officer-the-cmo/