Q&A: Salesforce’s CMO on Why Now Is the Best Time to Be a Chief Marketing Officer

Three months into her new job as Salesforce’s chief marketing officer, and Stephanie Buscemi is ready to amp up the company’s brand awareness. Though that may be easier said than done. Adweek spoke with Buscemi at Dreamforce, Salesforce’s annual conference that brings more than 170,000 people to San Francisco to learn more about the company… https://www.adweek.com/digital/qa-salesforces-cmo-on-why-now-is-the-best-time-to-be-a-chief-marketing-officer/