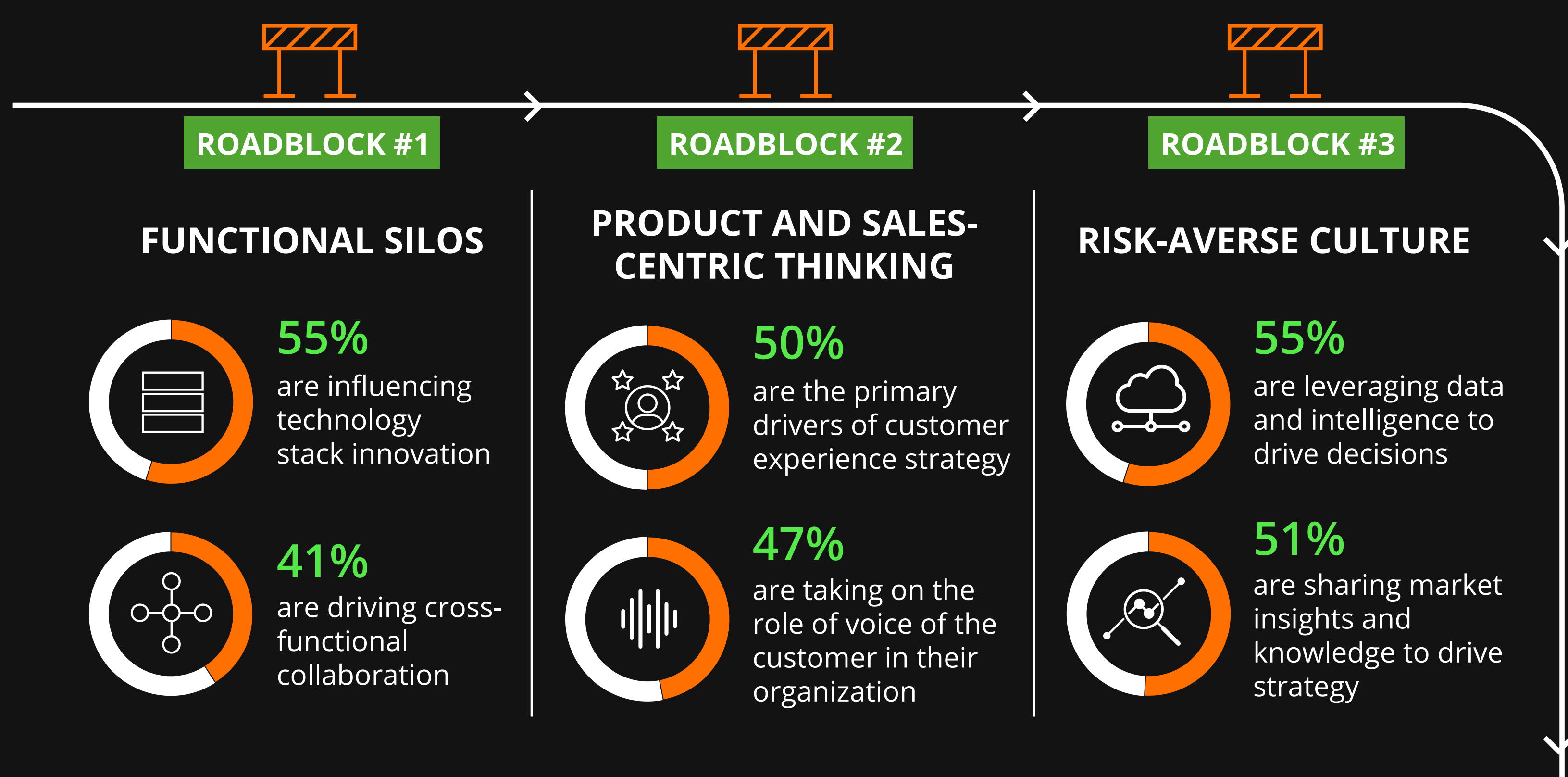


CMO ROLE AS A GROWTH DRIVER:

From **Brand Storyteller** To **Strategic Value Creator**

MARKETERS ARE ELIMINATING ROADBLOCKS



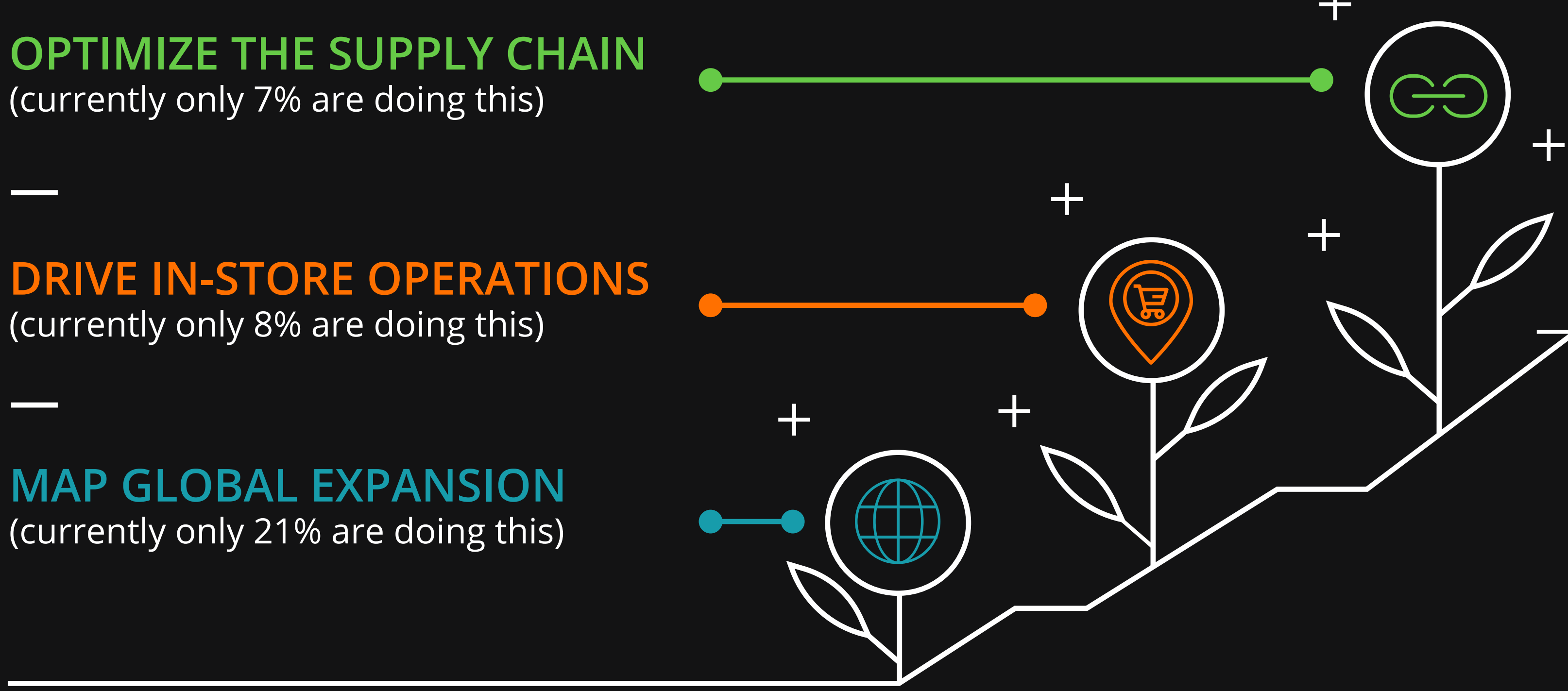
ON THE PATH TO REVENUE-DRIVEN GROWTH



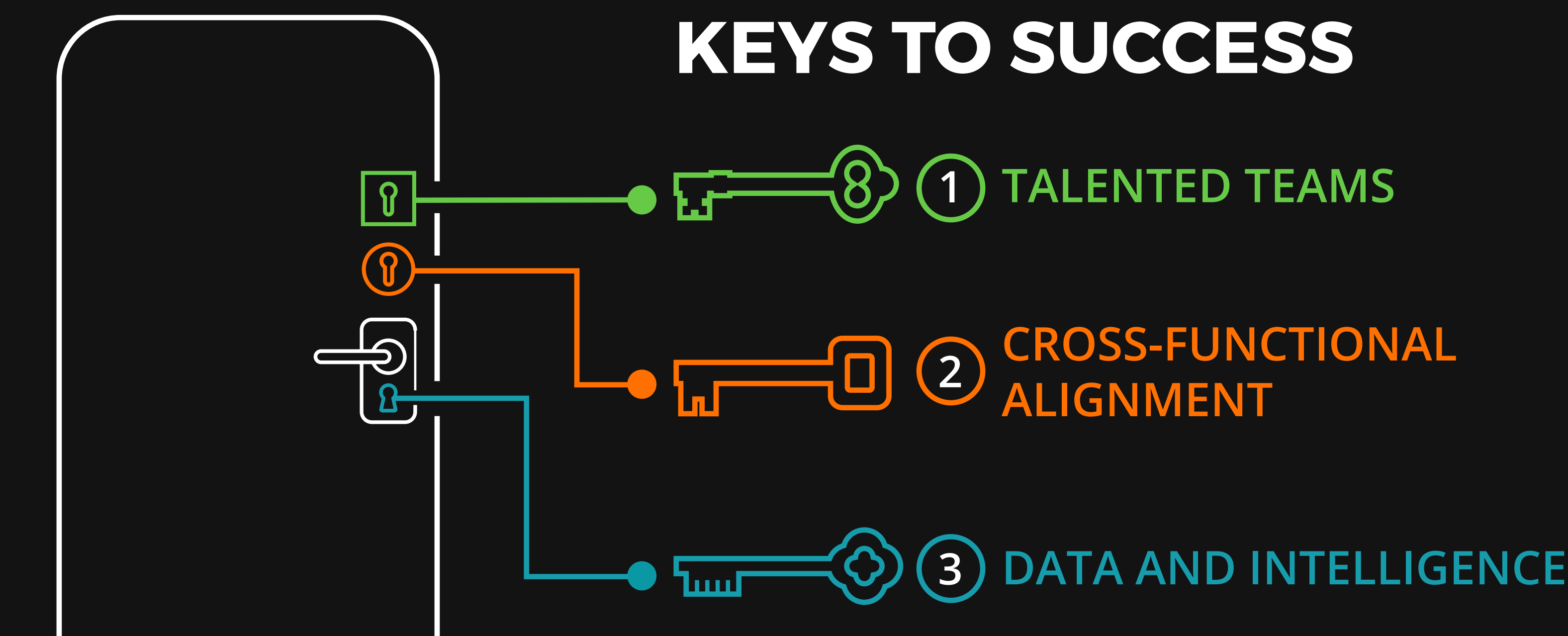
THEY PLAN TO DO THIS BY:



BUT SHOULD ALSO LOOK TO ACCELERATE LONG-TERM GROWTH ACTIVITIES:



KEYS TO SUCCESS



THEY WILL ALSO NEED TO ADVANCE CRITICAL SKILLS:



ABOUT THE STUDY

The insights within this infographic are based on a new CMO Council study, titled "CMOs and the Spark to Drive Growth: How do Marketing Leaders Intend to Drive the Growth Agenda?" The findings were gleaned from a survey of 191 marketing executives, conducted in partnership with Deloitte during Q1 and Q2 of 2018. For more information or to download the full report, please visit <https://cmocouncil.org/thought-leadership/reports/cmcs-and-the-spark-to-drive-growth>