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'The C-level Disruptive Growth Opportunity'

Chief Marketing Officers: What
Your CEO Might Not Be Telling You

Your CEO is looking for disruptive growth. But who in the C-suite is on the firing line if expectations aren't met?

Consider these numbers:

- 90% of companies currently have three or more C-suite leaders accountable for disruptive growth.
- Yet more than a third of CEOs (on-screen: 37%) say the CMO should be first to go if growth targets aren't met.

While this diluted and fractioned accountability has put CMOs on the hot seat, there's a new way to meet the strategic challenges – CMOs stepping up to act as Chief Growth Officers.

Since CMOs fill a key role in the end-to-end customer experience and typically control many of the digital levers that drive disruptive growth, the move makes sense. And the fact that CEOs hold a CMO's feet closest to the fire only strengthens this idea.

Get more in-depth data and details on how CMOs can meet expectations for disruptive growth with our full report:

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