

CMO50

CMO50 2018: Australia's most innovative and effective CMOs

CMO is looking to recognise Australia's 50 most innovative and effective Chief Marketing Officers making a clear strategic impact across their organisation.

Now in its fourth year, this annual list has set the benchmark for leading the marketing function in Australia with its emphasis on demonstrating innovative, strategic thinking. The list showcases modern marketers who are driving business change and commercial success, enabling greater collaboration and better customer engagement as a result.

Specifically, the questionnaire is about showcasing:

- Business contribution and innovation
- A customer engagement-led approach to marketing thinking and effectiveness
- The application of data and/or technology in marketing strategy and programs
- Empowered and strategic thinking
- An ability to effect change in the organisation
- Demonstration of marketing's commercial effectiveness
- Resilience and agility

All completed questionnaires will be reviewed by our CMO50 judging panel, who will rate each section in order to come up with our final list. Approved excerpts will then form the basis of the profiles of our 50 CMOs, which will be revealed in October. So please be assured questionnaires and commercially sensitive information will be kept confidential between the CMO50 judging panel.

The word count for responses to each question should stick to approximately 300 words. This is important in allowing the judges to be able to fairly and consistently judge each response. The deadline for submitting these profile questionnaires is Friday 3 August.

1. About you

- Full name
- Job title
- Company
- Industry sector
- Commencement of current role
- Total tenure with your current organisation
- Reporting line
- Are you a member of the executive team?
- Number of staff in the marketing function and direct reports
- Contact: Email address

Demonstrating innovative thinking

2: Detail an effective and innovative marketing and/or customer engagement strategy or initiative you've led in the past 12 months.

- Please share why this strategy and/or initiative was important, any operational, structural, cultural, strategic or skills-based changes required, the commercial impact of this initiative or strategy, and the customer benefit and insights.

3: Detail a current business initiative outside day-to-day marketing that you own or contribute to driving change and growth in your organisation.

- Please share objectives and strategy, how the nominee's leadership contributed to the initiative, working with the leadership team or other functions, and commercial impact.

Demonstrating a data and/or technology driven approach

4: Detail an example or activity you've led or contributed to that showcases how data- and technology-led insights and capability are being used to improve marketing and customer engagement.

- Please share the strategy and objectives, any operational, structural, cultural, strategic and skills-based changes required, commercial impact, and how this has resulted in an improvement to your marketing and/or customer engagement efforts.

Building and commercialising a consumer experience-centred culture and operation

5. Outline steps you're taking to ensure your business takes a more customer-led approach to its go-to-market strategy, and how this has positively enhanced the end-user customer experience.

- Please share key initiatives, programs, cross-functional activities or relationships, external partnerships, training or investment you've undertaken to improve the approach your organisation is taking to customer experience and engagement as well as how it's actually impacting the customer outcome.

Demonstrating commercial acumen

6. Outline how the marketing function has contributed to commercial outcomes and is demonstrating and measuring bottom-line impact.

Demonstrating resilience and adaptability

7: Outline how you're working to foster the ability of your people.

- Responses should include examples of programs and approaches that demonstrate your focus on building adaptability, new skills and resiliency across the marketing function.

8: Share an example of how you're fostering collaboration and new ways of working between marketing and the wider organisation.

Reference check

As an endorsement of your position and marketing leadership, we're asking nominees to provide a short reference from a peer or executive leader within their company that verifies their organisation-wide impact and decision making role (no more than 250 words).