



CMO50 2021: Australia's most innovative and effective CMOs

CMO is looking to recognise Australia's 50 most innovative and effective Chief Marketing Officers exhibiting demonstrable impact across their organisation.

Now in its seventh year, this annual list celebrates those leading the marketing function who are demonstrating innovative, strategic thinking, driving business change and commercial success, showcasing modern marketing leadership, and enabling greater collaboration and better customer engagement as a result. Through this, we again hope to meet our ultimate objective, which is to shine a spotlight on the increased importance of Australian marketing leaders in business.

We aim to recognise the overall role of the CMO in 2021 via:

- 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, bold and strategic thinking
- Resiliency and adaptability in the face of change
- Inspired marketing and team leadership
- Demonstration of marketing's commercial effectiveness

All completed questionnaires will be reviewed by our CMO50 judging panel, who will work together to devise our final list. Approved excerpts will then form the basis of the profiles of our 50 CMOs, which will be revealed in October. **Please be assured questionnaires and commercially sensitive information will be kept confidential to the judging panel.**

The word count for each question is 300 words. It is important to stick to the word limit to allow judges to fairly measure each response. **The deadline for submission is Friday 6 August 2021. All submissions to be sent to CMO Publisher and Editor, Nadia Cameron: nadia_cameron@idg.com**

1. About you

- Full name
- Job title and Company
- Industry sector
- Commenced current/nominated role
- Total tenure with your organisation
- Reporting line
- Are you a member of the executive team?
- Number of staff in the marketing function and direct reports
- Total marketing spend per annum (*please note this information will only be used in aggregate and is not being disclosed on any individual submissions*)
- Contact: Email address

Demonstrating innovative thinking

Within your responses, share objectives, how your leadership contributed to the initiative, any relevant commercial and strategic impact and ROI.

2: Detail an effective and innovative marketing and/or customer engagement program or initiative you've led in the past 1-2 years.

3: Share an example of how you are shaping the strategic agenda and influencing organisational change that's extending beyond the marketing function.

Demonstrating data, digital and technology use

Within your response, share objectives, any relevant operational, cultural, strategic and skills-based investments required, and how these improved marketing and/or customer engagement efforts.

4: Detail an activity showcasing how data- and technology-led insights and capability are being used to improve marketing and/or customer engagement and retention.

Demonstrating customer understanding

Responses should highlight a key initiative, program, cross-functional activities or relationships, external partnerships, training or investment you've undertaken to improve customer experience and engagement.

5. Detail one way you've created or optimised capability that delivers more positive customer experience outcomes.

Demonstrating commercial impact

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

Demonstrating empowered, adaptive and inspired leadership

Responses should aim to showcase your focus as a leader on building adaptability, resiliency, new skills, cross-functional collaboration and innovation.

7: Share how you have pivoted / adapted marketing's approach in the last 12 months to improve and optimise your function's contribution to business outcomes and your customers.

8: Share an example of how you've led or fostered inspired people and team capability in order to achieve organisational outcomes.

Reference endorsement

As an endorsement of your position and marketing leadership, please provide a short reference from an executive leader within your company that verifies your strategic position in the business and why you are worthy of nomination (no more than 250 words). Please note while required, these are for verification purposes and will not be not judged individually by CMO50 judges.

The marketer's champion: Our new annual award

As part of this year's program, we're delighted to confirm we're introducing a new annual accolade, **The Marketer's Champion**, to recognise one individual who is actively contributing to elevating the stature of the marketing professional well beyond its functional remit.

This award is about recognising an individual who is no longer a CMO or marketing leader and has progressed their career beyond marketing leadership, but who continues to contribute and give back to the marketing community to ensure the profession is respected as an active business contributor and growth driver.

We're asking all of our judges, CMO50 nominees and select CEOs this year to put forward 1-2 individuals they consider worthy of such an accolade. These names will be collated and presented to our CMO50 judging panel in 2021 for discussion to determine our final choice. We'll announce our first Marketer's Champion at this year's CMO50 dinner, to be held in Sydney in-person on 21 October 2021.

Let us know your suggestions by providing 1 or 2 names here, so that we have an opportunity to recognise those helping to elevate marketing as a worthy profession and business contributor!

Name 1: _____

Why you think they're worthy of recognition (25 words or less; optional)

Name 2: _____

Why you think they're worthy of recognition (25 words or less; optional)