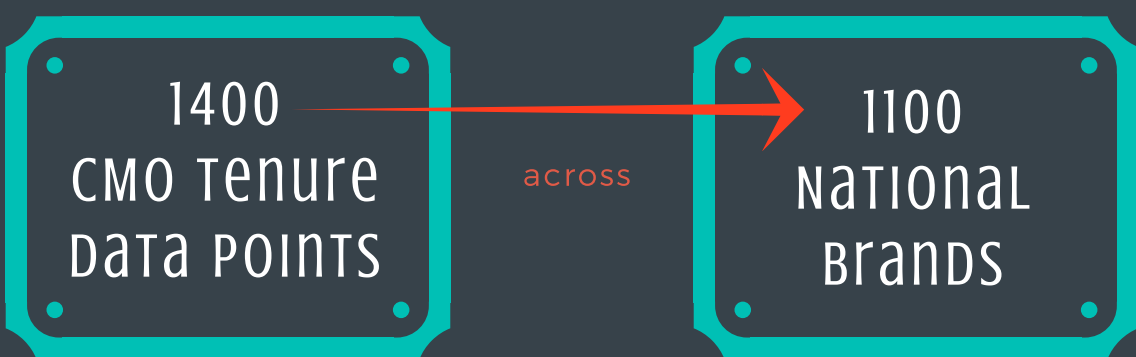


THE CMO LIFECYCLE: TENURE ANALYSIS & POTENTIAL SALES OPPS

This inaugural report shows that CMOs are rotating out of their current positions every 38 months on average- meaning the market has never been more primed for potential sales opportunities. Use this intel to uncover the best time frame to connect with CMOs across multiple industries. And, to enhance your prospecting efforts by ten-fold.

ABOUT OUR REPORT:



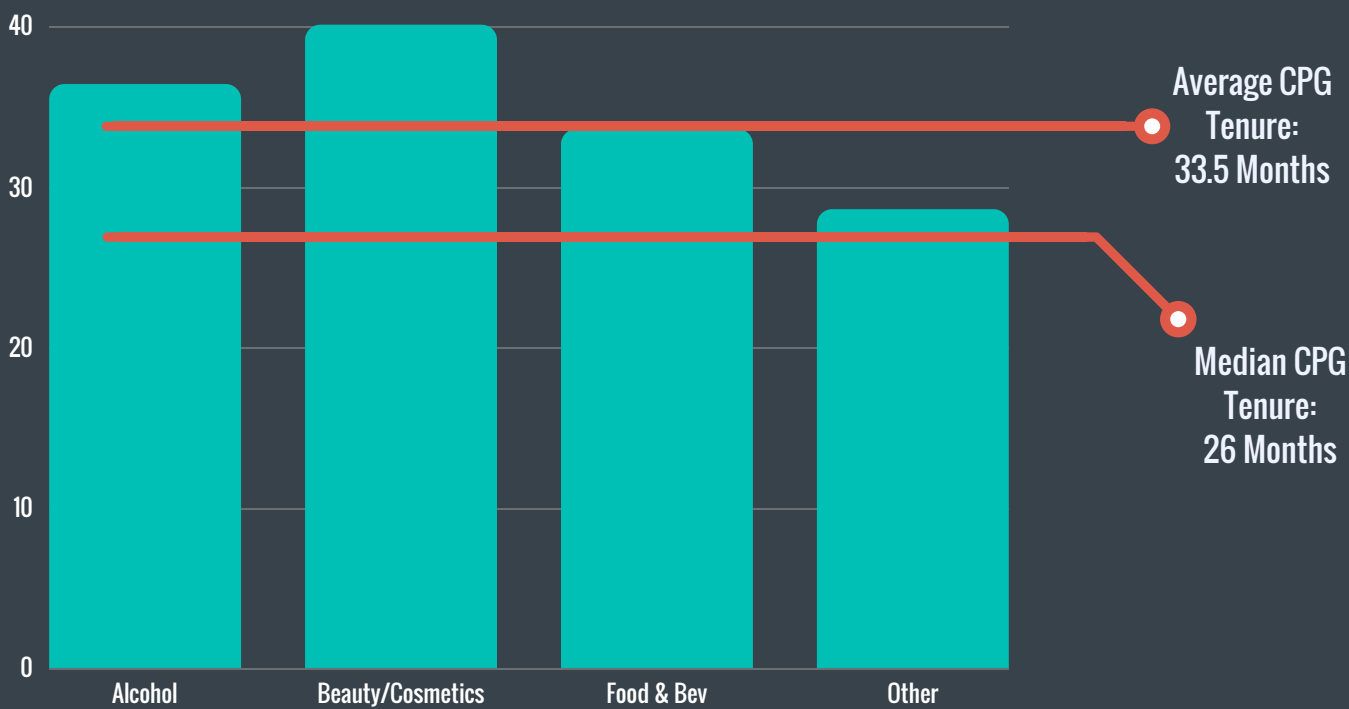
With the largest data set ever tracked for CMO tenures, this report provides an exclusive, segmented look into the lifecycle of C-Suite marketers in the media and advertising industry.

OUR FINDINGS:

38 MONTHS
AVERAGE CMO TENURE

27 MONTHS
MEDIAN CMO TENURE

AVERAGE TENURE, BY CATEGORIES:



Since Food&Bev CMOs have a shorter tenure compared to others, you should prospect them first, since they are likely to move to another brand ~8 months sooner.

DOWNLOAD THE FULL REPORT TO GET:

- Industry-specific tenures for CMOs in the CPG, financial, restaurant, and retail industries.
- Potential sales opportunities and use case examples.
- Full analysis of CMO tenures at national brands from over 1400 tracked CMO tenures. (The largest tracked dataset ever!)

