

# Do Companies Still Need a CMO?

## AUDIO |

### eMarketer Editors

eMarketer junior analysts Blake Droesch and Lucy Koch join principal analyst Jillian Ryan to discuss whether companies still need a traditional CMO. What are the new responsibilities of the new CMO, and what can they do to thrive? Jillian, Blake and Lucy also talk about the smartphone shipment rebound and whether people prefer to watch the same content separately, or different content together.

#### What Do CMOs Worldwide See as the Primary Role of the Marketing Function Within Their Company?

% of respondents, May 2019

	In 2018	In 2019	In 2-3 years
Delivering business growth	64%	61%	62%
Ensuring effective brand management	49%	55%	53%
Developing the overall customer experience	52%	53%	47%
Understanding consumer/market trends	53%	49%	47%
Delivering business transformation	38%	33%	40%
Leading disruptive innovation	35%	33%	36%

Note: top 3 responses

Source: Dentsu Aegis Network, "CMO Survey 2019," July 24, 2019

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