

CMOs Are Becoming More Tech Focused

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The ongoing evolution of the Chief Marketing Officer role is a topic that frequently dominates panels at ad industry events. According to a new study, CMOs will likely pay more attention to technology strategies and making their interactions more human in the next year.

In an August 2018 survey of 250 senior-level marketing decision makers worldwide conducted by [Forrester Consulting and Accenture Interactive](#), 26% of respondents said that when it comes to innovation over the next 12 months, one of the key elements of the CMO role will be driving a new technology strategy. This was tied for the most popular response in the survey, indicating how technology is commanding attention from C-suite marketers.

What Key Elements Do Marketers Worldwide Expect to Be Part of the CMO Role When It Comes to Driving New Strategies and Innovation?

% of respondents, Aug 2018



*Note: n=250; in the next 12 months; top 5 responses shown
Source: Forrester Consulting "Rethink The Role Of The CMO" commissioned by Accenture Interactive, Oct 3, 2018*

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It makes sense for CMOs to think more about technology strategy given that industry-wide investment in marketing technology **continues to expand**. Warc estimates that global marketing tech investment will **reach about \$100 billion** in 2018.

As CMOs tweak their companies' technology strategies, one obstacle they'll face is overcoming organizational silos. In a July 2018 survey of 560 marketing professionals worldwide conducted by Harvard Business Review Analytic Services, one-third of respondents reported that **data silos stifled their ability** to implement real-time analytics.