

# The era of the chief customer officer, authentic diversity, and the data gold rush

Audio

On today's episode, we discuss why many companies are now scrambling to appoint a chief customer officer, what makes for a good one, and what might trip them up. We then talk about

what it means to be authentically diverse and how recent (and potential) privacy moves have prompted companies to amass customer data. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Dave Frankland.

---

**Changes Their Company Has Made to Their Digital Marketing Strategy to Adapt to New Customer Behaviors According to Marketers Worldwide, Aug 2021**

*% of respondents*



Note: in the past 12 months  
Source: Acquia, "Deliver a More Modern CX: A Guide for Marketing Innovators," Oct 26, 2021

270779

eMarketer | InsiderIntelligence.com

*Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).*

The Future of Advertising Has Arrived. Basis Technologies is built for this complex and evolving digital landscape. Are you ready to take control of your advertising?

**Experience what's next.**