

The ever-changing CMO, capturing B2B audiences, and just how right is the customer?

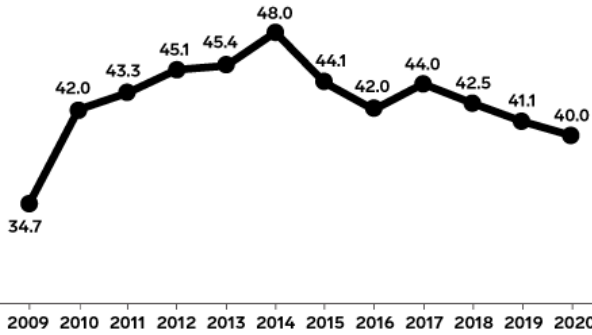
Audio

On today's episode, we discuss why CMO tenure is falling, what is keeping them up at night, what they should cut back on, and more. We then talk about the best ways to reach and

engage with B2B decision-makers and just how right the customer is these days. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Dave Frankland.

Average US CMO Tenure, 2009-2020

months



Note: read as the average CMO tenure in 2020 was 40.0 months
Source: Spencer Stuart, "17th Annual CMO Tenure Study," April 29, 2021

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