FOR CMO

1. What's on your marketing dashboard, and what KPIs do you track?
2. How do you approach branding a company, and its products and services?
3. What do you consider the biggest challenges for CMO these days ?
4. What pricing frameworks do you prefer to use ?

FOR CEO

1. What teams in the organisation do you feel are most engaged? And why?
2. How important is employees' energy levels to the success of the organisation?
3. How do you listen to your employees?
4. What keeps employees happy in your opinion?