



CMO-C-Suite Partnership

**THE KEY TO SUCCEED IN THE RACE OF
DIGITAL TRANSFORMATION**



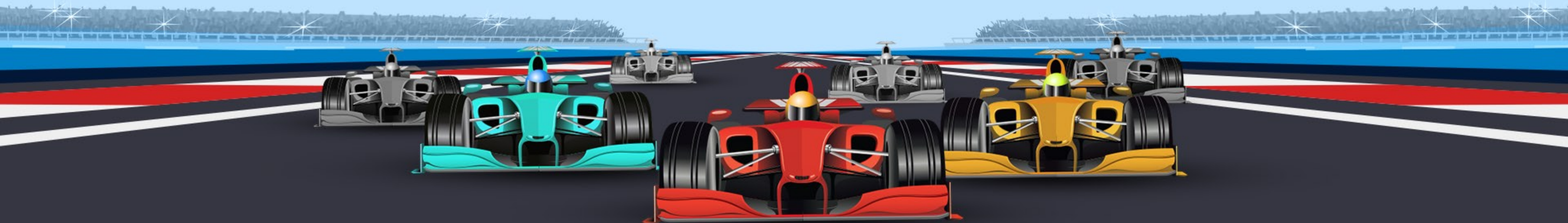
COVID-19 created seismic shifts in consumer behavior and the way businesses operate, communicate, and collaborate. C-suite collaboration is needed now more than ever to accelerate digital transformation and deliver stakeholder value.



Infosys surveyed **970** business leaders & studied
the dynamics of **CMO-C-suite partnership**.

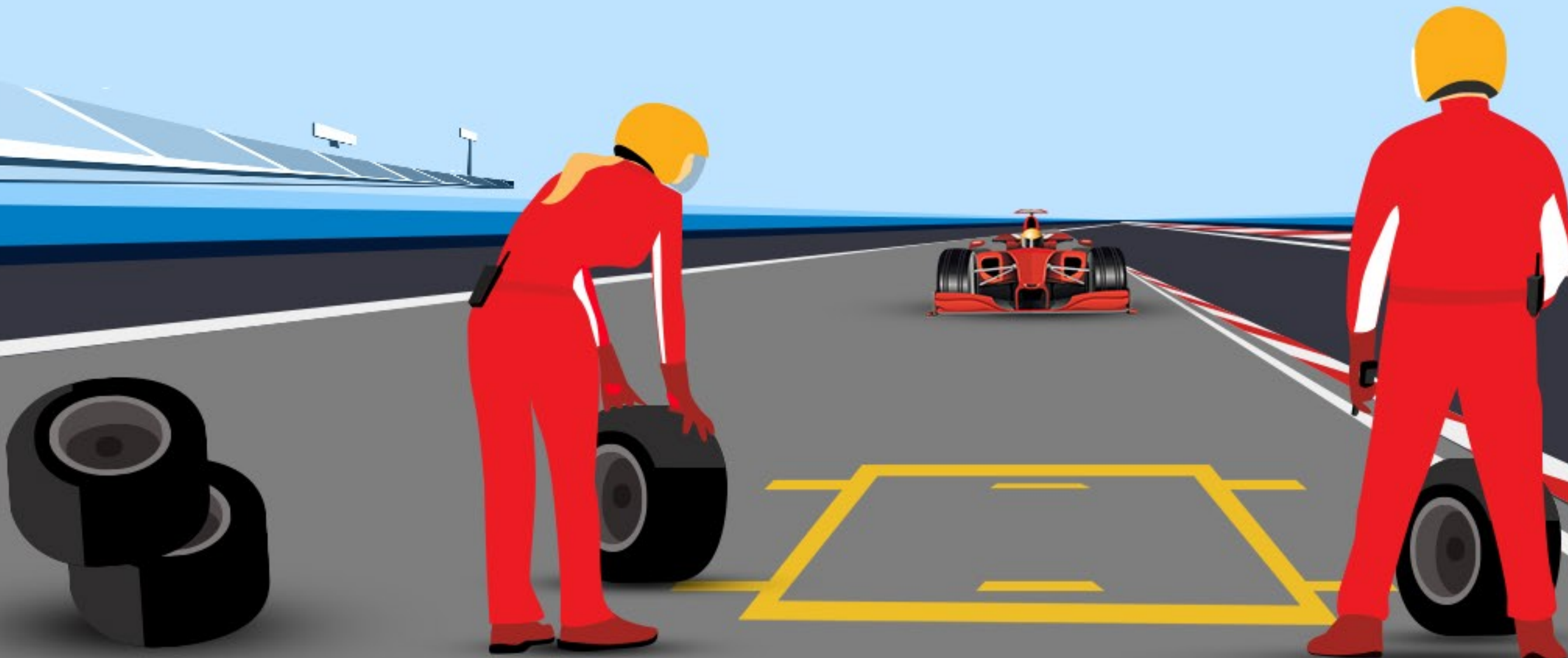
How digitally mature is your organization?

Get insights from our report and find out now!



According to our research,
the roles of
CMO & CIO
have evolved.

Take a sneak-peek and compare!

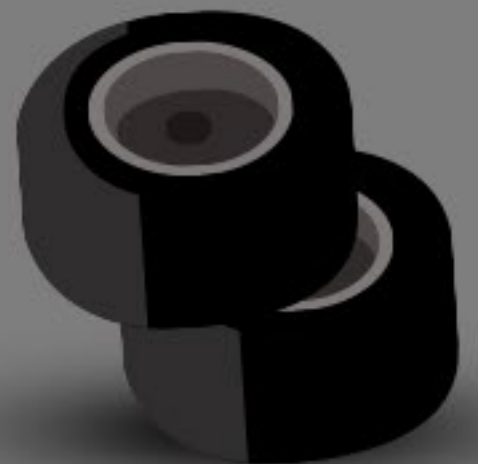




Does **CMO-CIO collaboration**
within your organization help with
sustained revenue creation and
bottom-line growth?



If it does - you're on a roll!



According to our research, almost
44% of digitally mature companies have
a collaborative **CIO-CMO relationship** and
it helps **boost profitability**.

Share this stat



How about your risk mitigation strategy?

Find out now





Does the **C-suite** within your organization **share cooperative ethos** to accelerate decision making and mitigate risk?



If they do, it's really commendable.



According to our research,
CMO-CIO collaboration with the CFO
enhances value, builds reputation,
and **mitigates financial risk** to cash
flow and profitability.

How about your growth strategy?

Find out now





Does the collaboration between
CMO-CIO drive growth through
digital ecosystem?



If it does, your digital maturity
must be high!



According to our research, collaborators in digitally mature companies leverage the digital ecosystem to **empower employees, bring personalized digital experience, and drive growth.**



How can a strong **CMO-CIO partnership** help enterprises?



Our research found **4 key** areas for collaboration -
if Marketing and IT can see eye-to-eye on them

Uncover the key areas of collaboration



1 Elevate Human Experience

Marketing is more concerned than IT about agility (69% vs. 46%) and evolving CX to HX (58% vs. 35%)

Share this stat

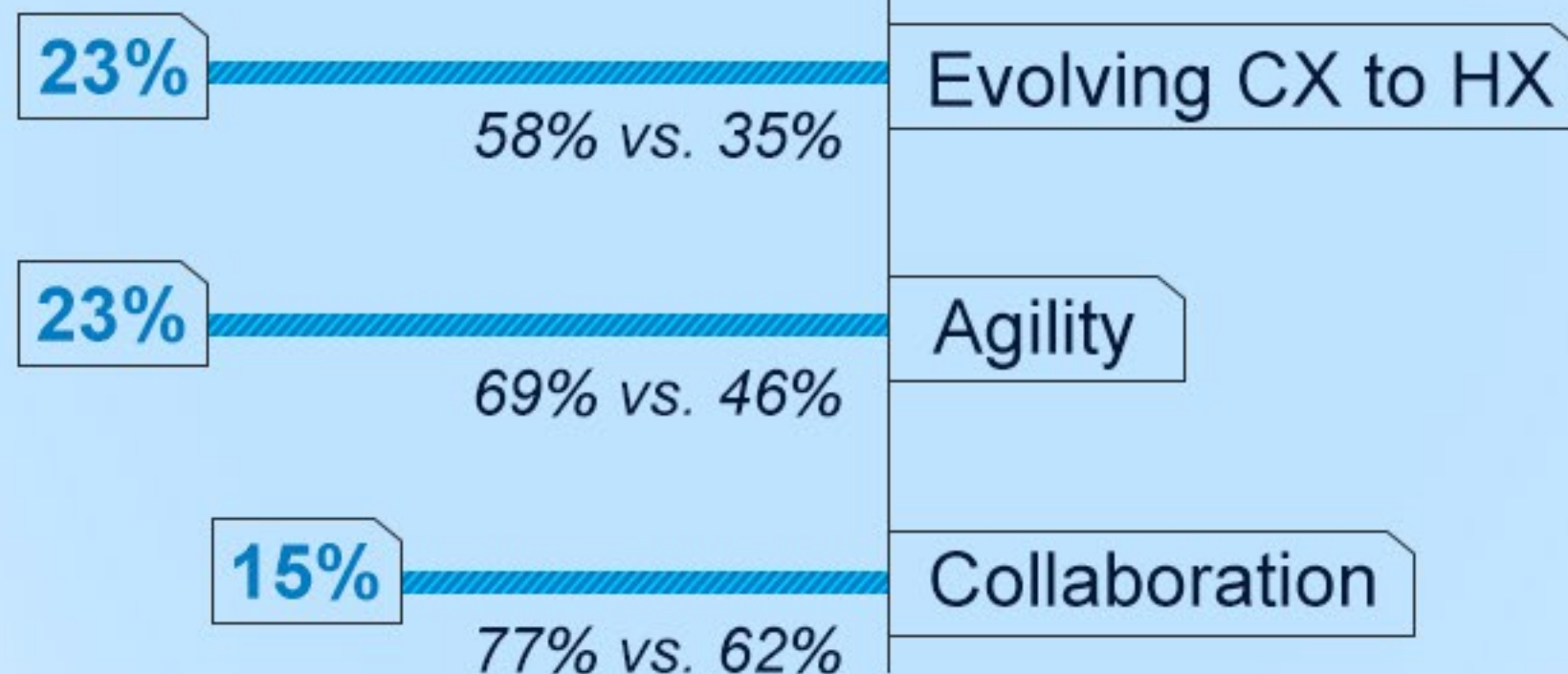


Build the culture of **co-creation, listening,** and **learning**

Connect brands with customers via stories and experiences

Gap between Marketing-IT perception

Marketing Respondents



1/4



Unveil the importance of ESG

1 Elevate Human Experience

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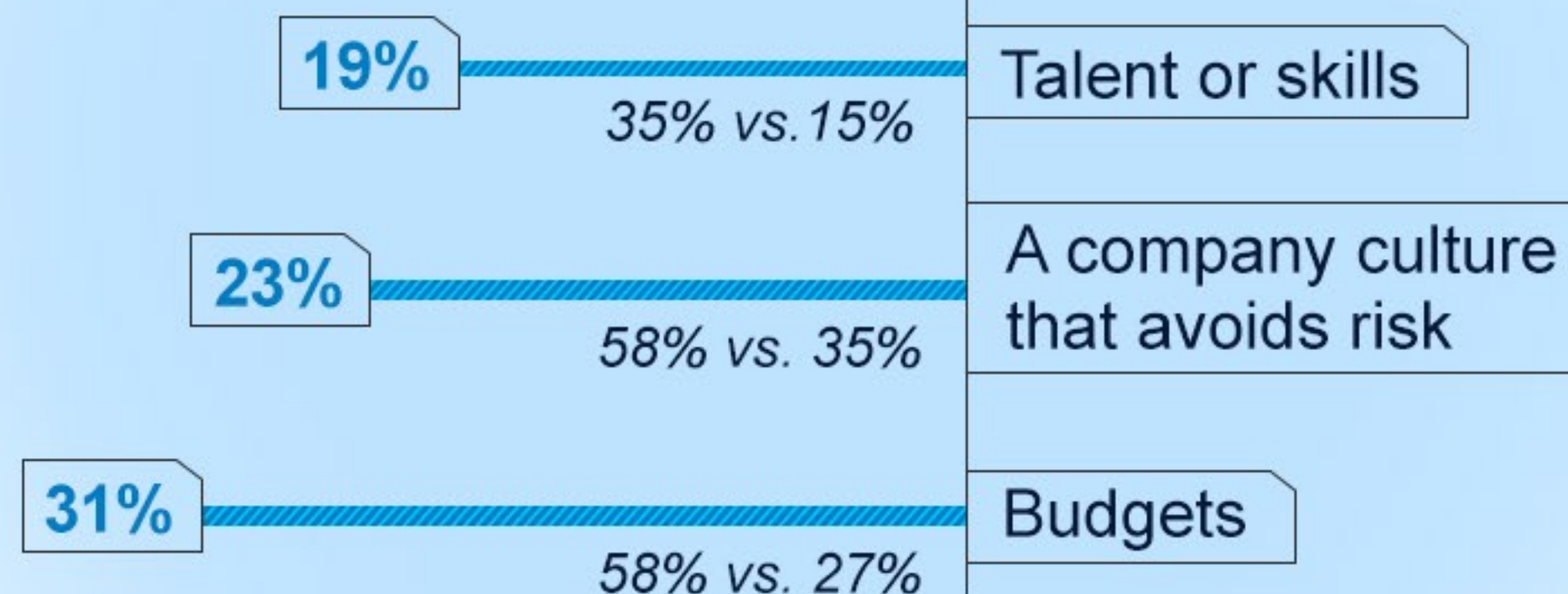


Build the culture of **co-creation, listening,** and **learning**

Connect brands with customers via stories and experiences

Gap between Marketing-IT perception

IT Repondents



1/4



Unveil the importance of ESG

2 Devise the Right ESG Strategy

Marketing sees greater opportunity for ESG collaboration than does IT (50% vs. 38%)

Share this stat



CMOs can lead in this area, working with CIOs and CFOs to better address ESG criteria.

Gap between Marketing-IT perception

Marketing Repondents

15%

54% vs. 38%

Regular Marketing-IT meetings

12%

50% vs. 38%

Environmental, Social, and Governance (ESG) Strategy

2/4



Know the secret sauce for inclusive value creation

2 Devise the Right ESG Strategy

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Share this stat



CMOs can lead in this area, working with CIOs and CFOs to better address ESG criteria.

Gap between Marketing-IT perception

IT Repondents

12%

35% vs. 23%

Content personalization

15%

62% vs. 46%

Digital transformation accross the company

2/4



Know the secret sauce for inclusive value creation

3 Foster Stakeholder Capitalism

Engage the key stakeholders in shared and sustained value creation for



Employees



Customers / Clients



Suppliers



Local communities



Society

3/4



3 Foster Stakeholder Capitalism



The push for stakeholder capitalism is coming from the top: **83% of senior executives agree or strongly agree** that the pandemic was a tipping point for stakeholder capitalism.

Share this stat



3/4



Build resilience to withstand the unknown

4 Resilience is more critical than ever before



CIO drives
business resilience
through technology



CMO drives brand
resilience and perception
management

4/4



Intrigued to know more interesting insights?

Get access to the **detailed research report** on CIO-CMO collaboration including

1

Insightful data points revealing
how digitally mature companies
benefit through collaboration

2

How to move past the initial
hurdles when it comes
to collaboration

3

How to ensure resilience
during the most unprecedented
times

Download this Report



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