



# CMO-C-Suite Partnership

THE KEY TO SUCCEED IN THE RACE OF  
DIGITAL TRANSFORMATION

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**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.



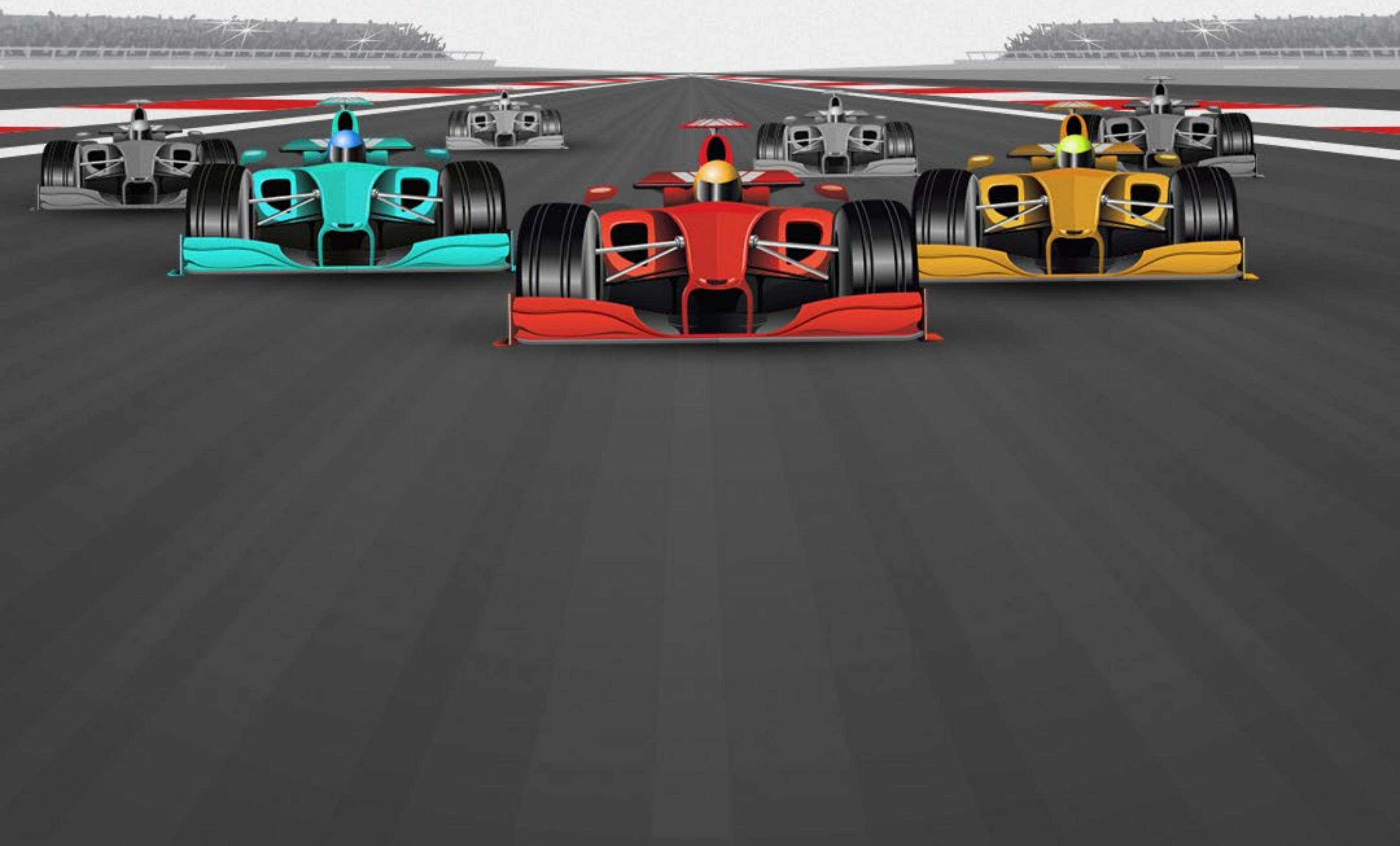


Infosys surveyed **970** business leaders & studied the dynamics of **CMO-C-suite partnership**.

## How digitally mature is your organization?

Get insights from our report

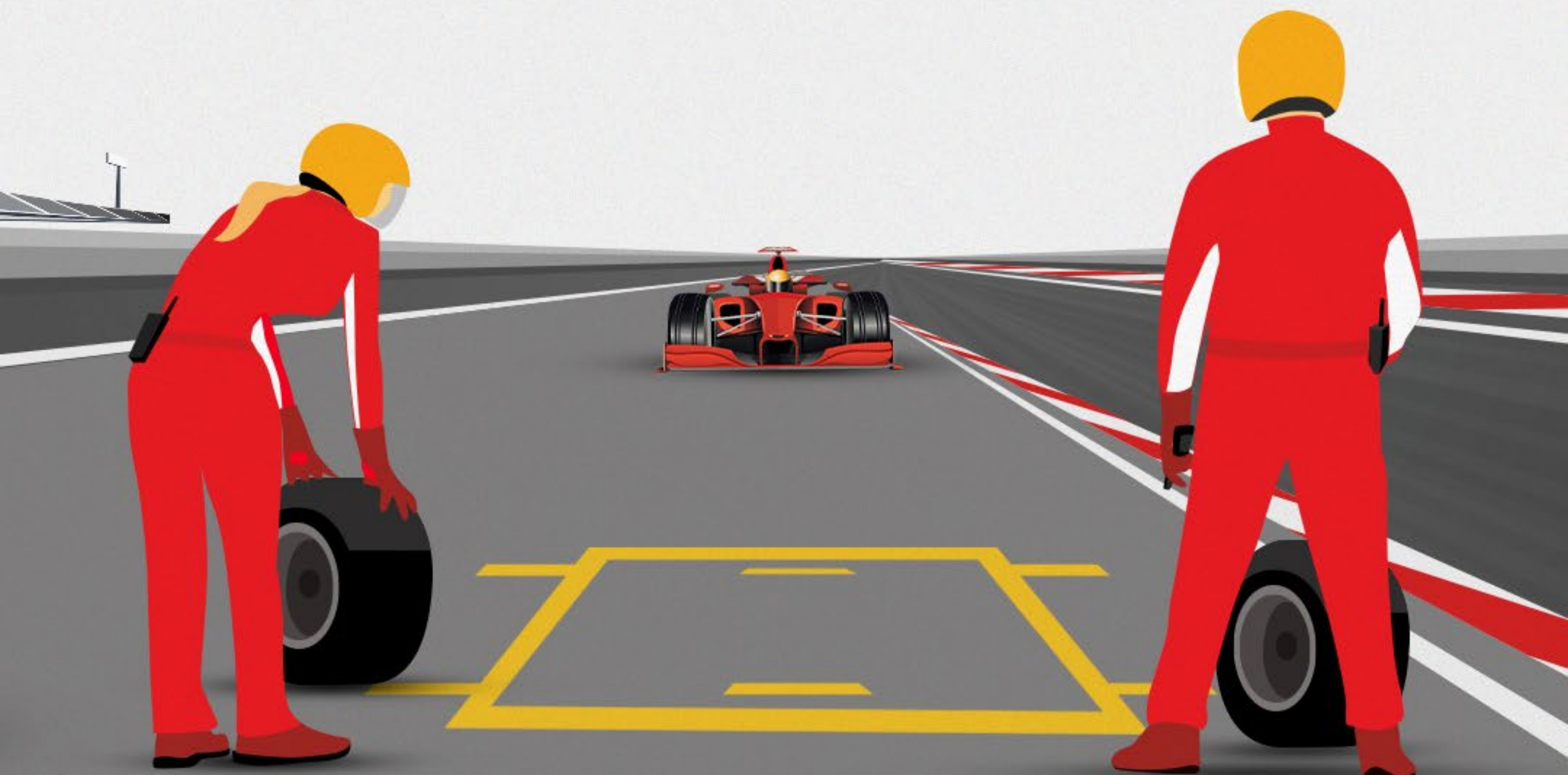
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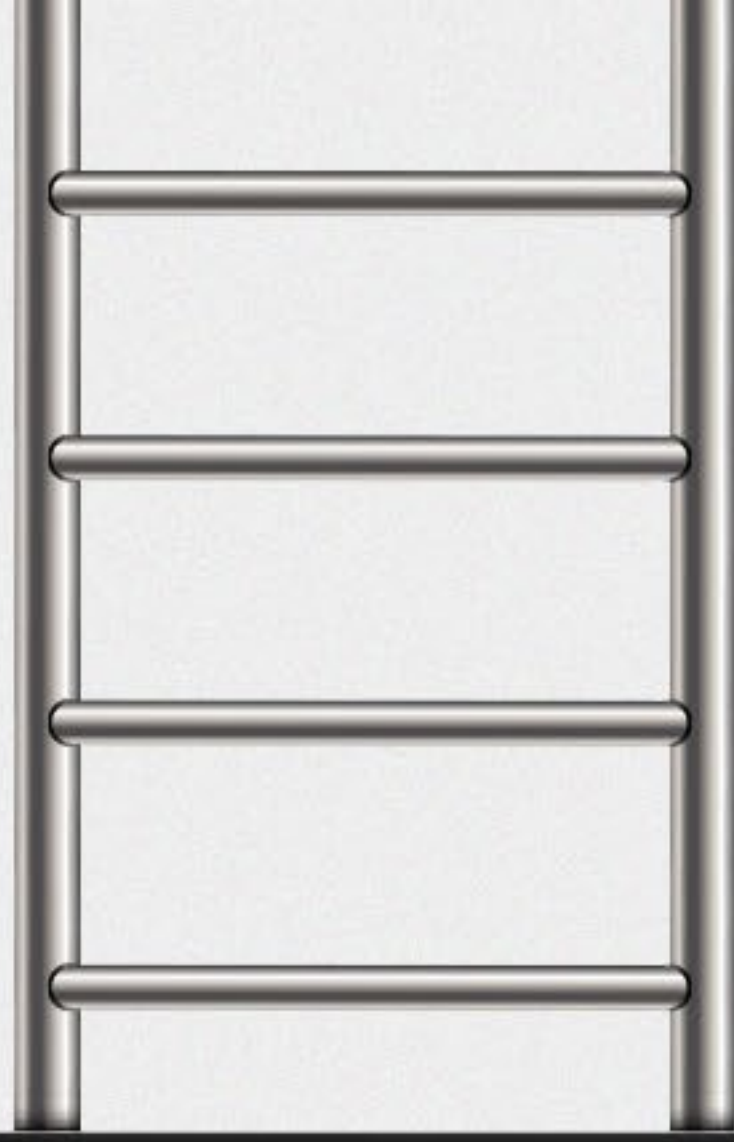


According to our research, the roles of  
**CMO & CIO** have evolved.

Take a sneak-peek and compare!



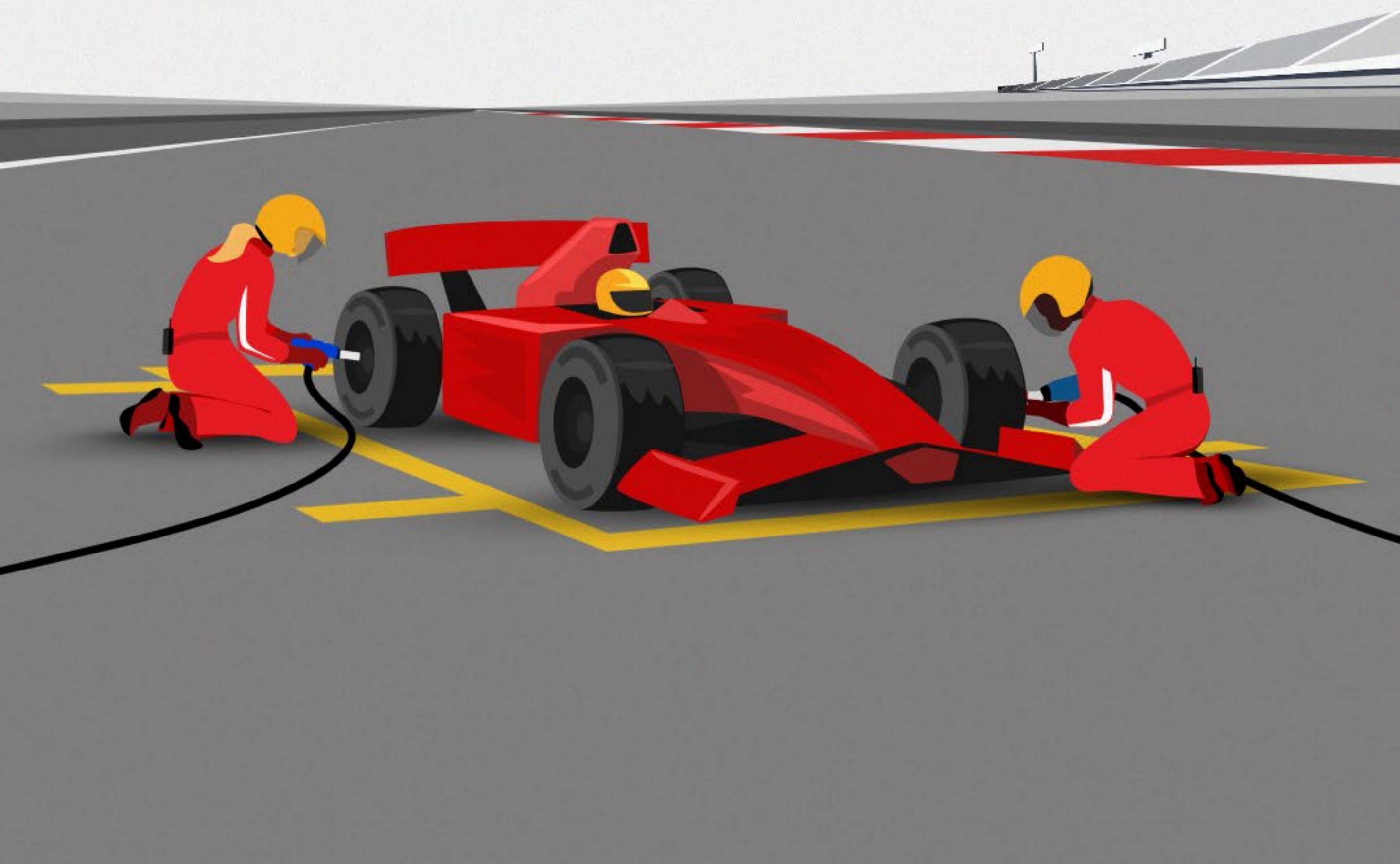




Does **CMO-CIO collaboration**  
within your organization help with  
**sustained revenue creation** and  
**bottom-line growth?**



**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**.

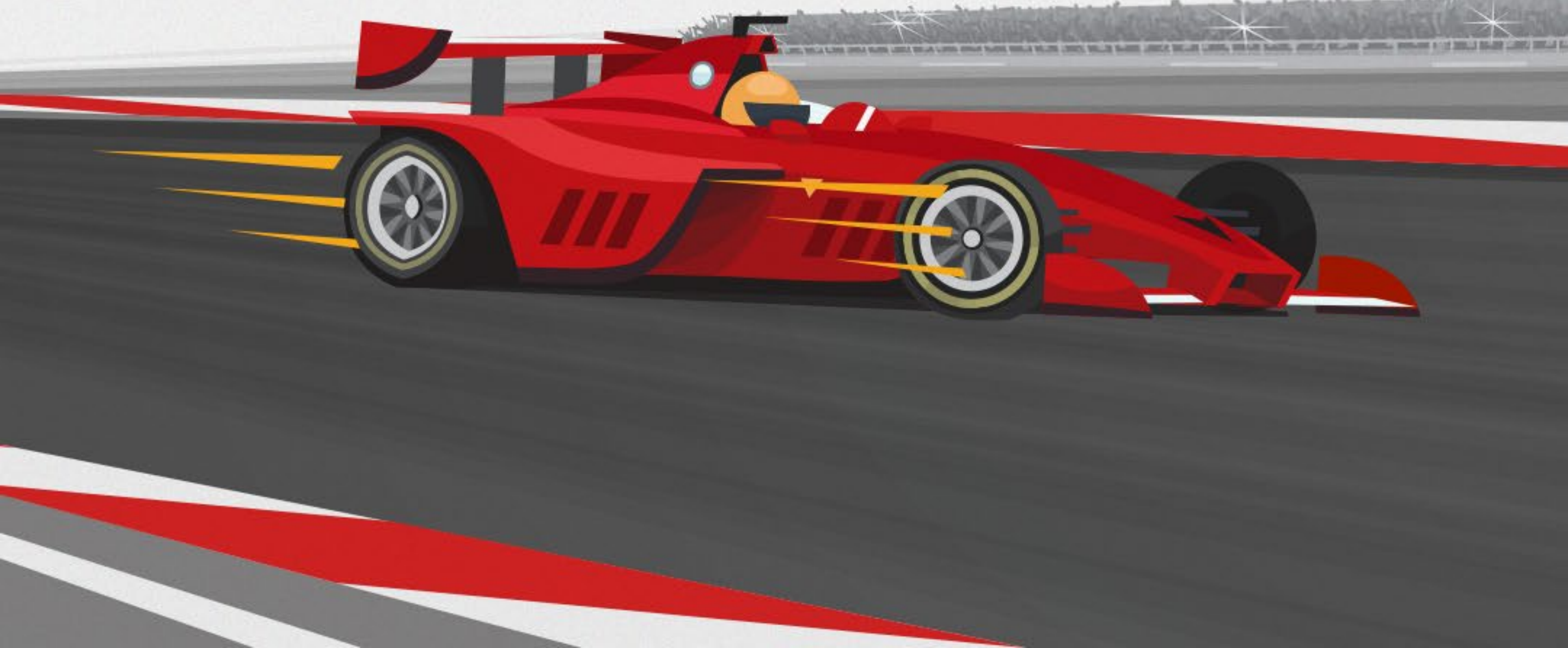
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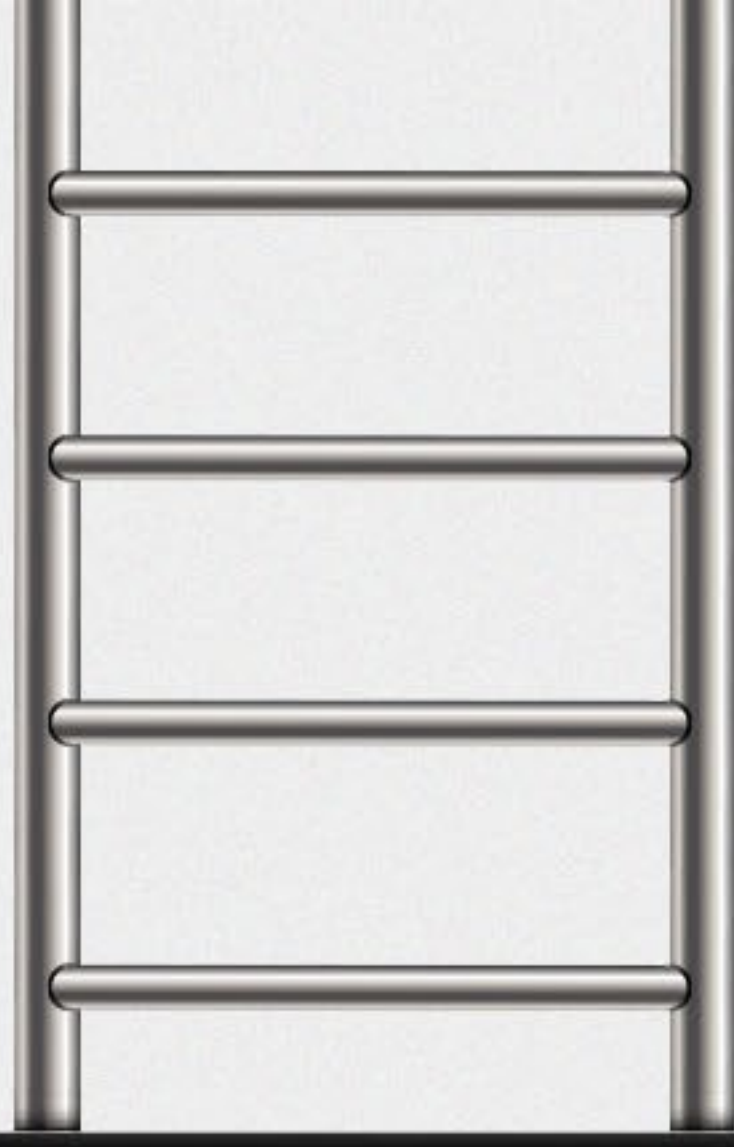
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How about your risk mitigation strategy?

Find out now







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

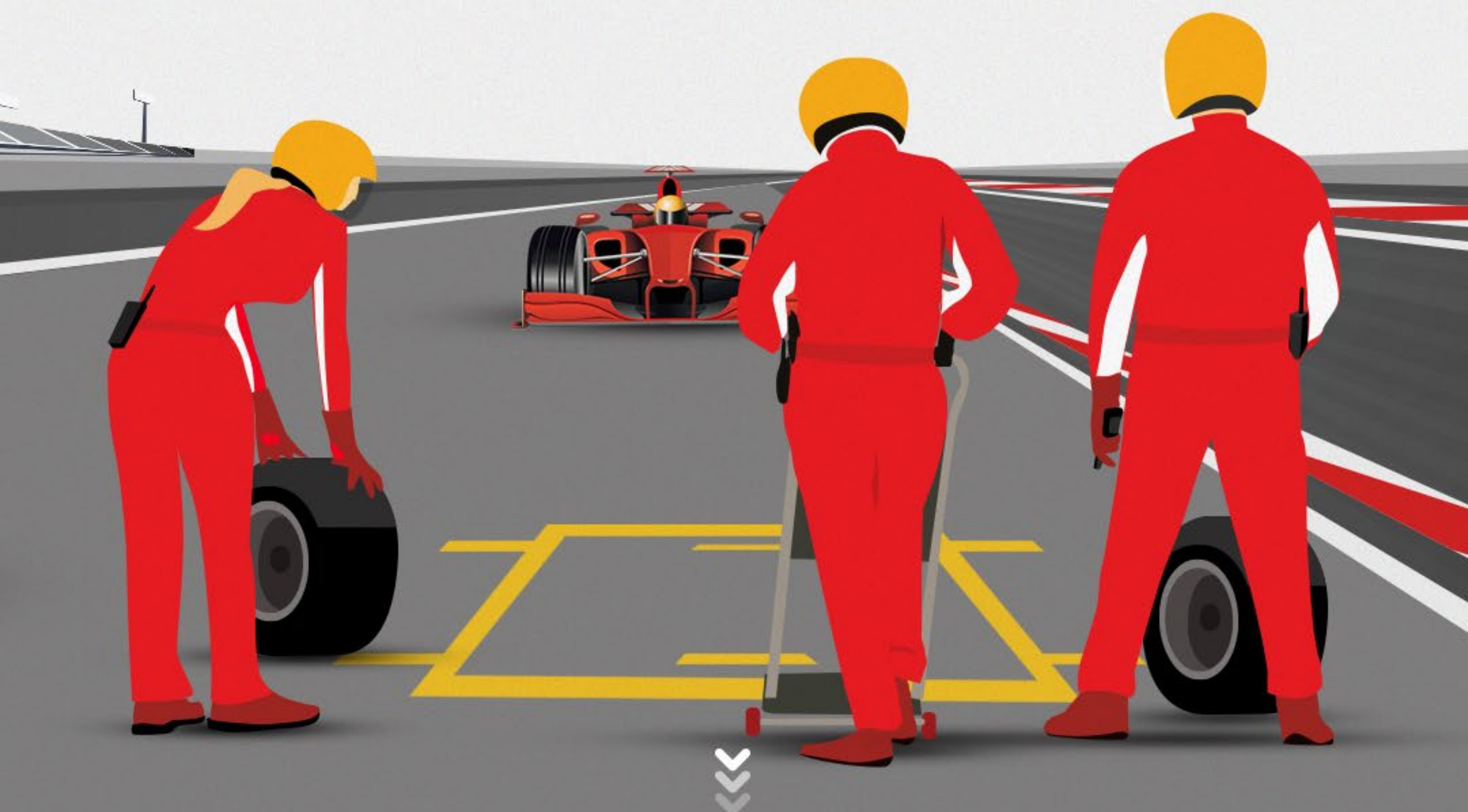


**If they do, it's really commendable.**





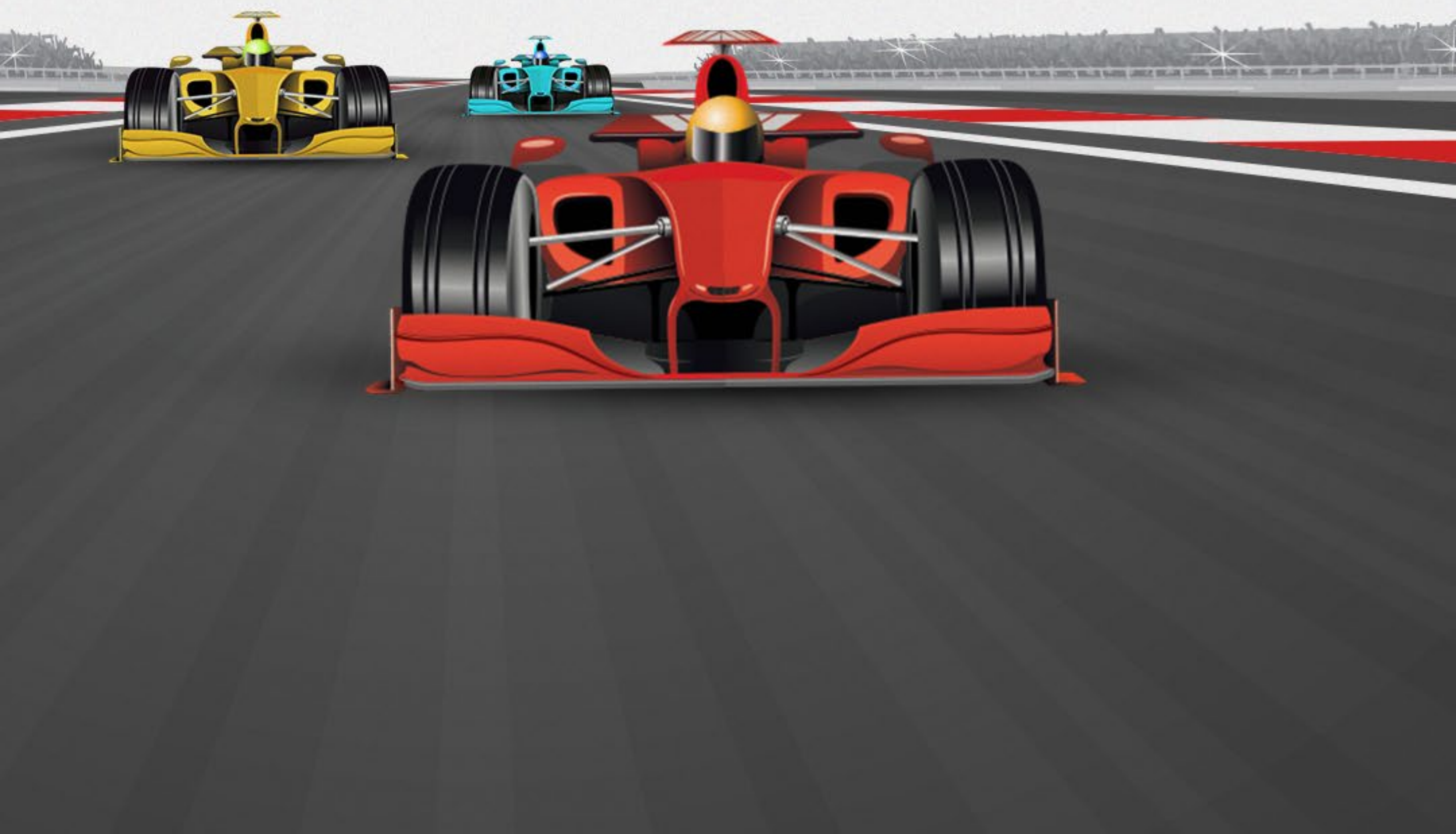
According to our research,  
CMO-CIO collaboration with the CFO  
**enhances value, builds reputation,** and  
**mitigates financial risk** to cash flow  
and profitability.



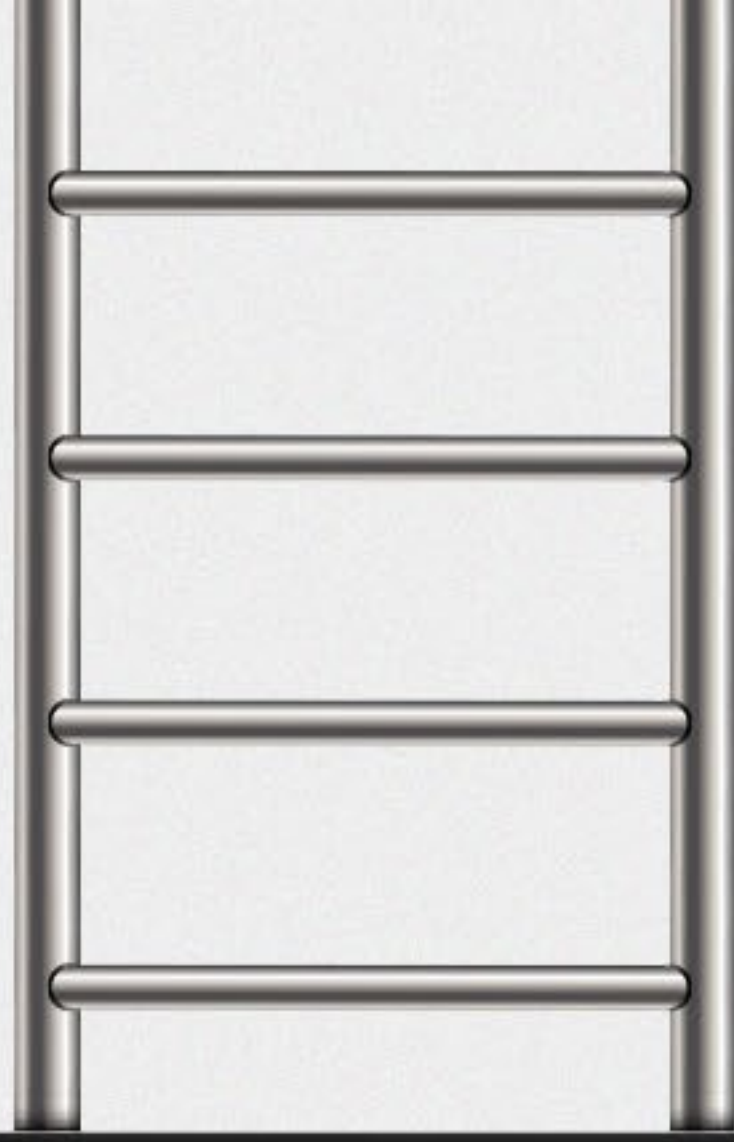


**How about your  
growth strategy?**

**Find out now**



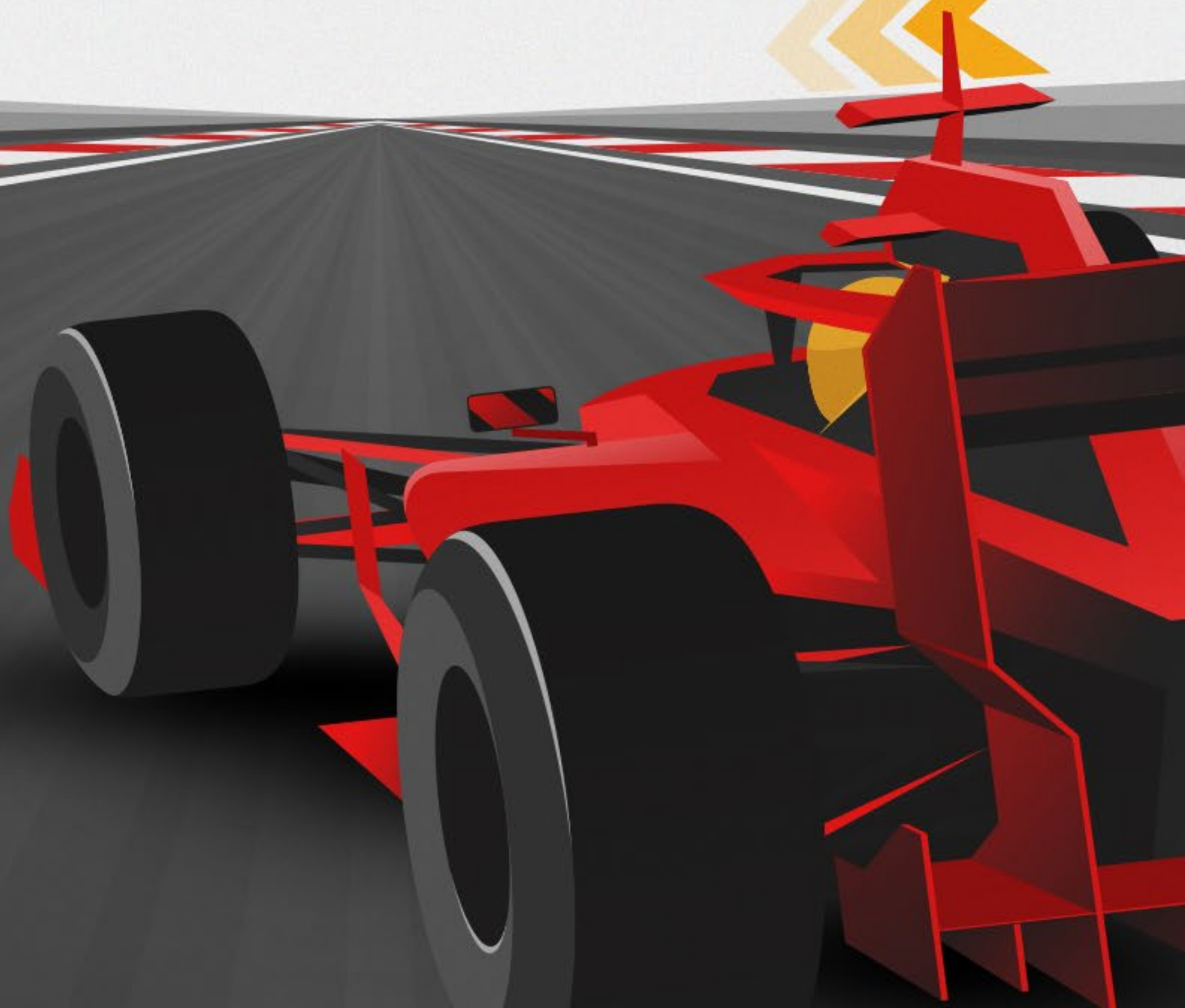




Does the collaboration between  
**CMO-CIO drive growth** through digital  
ecosystem?

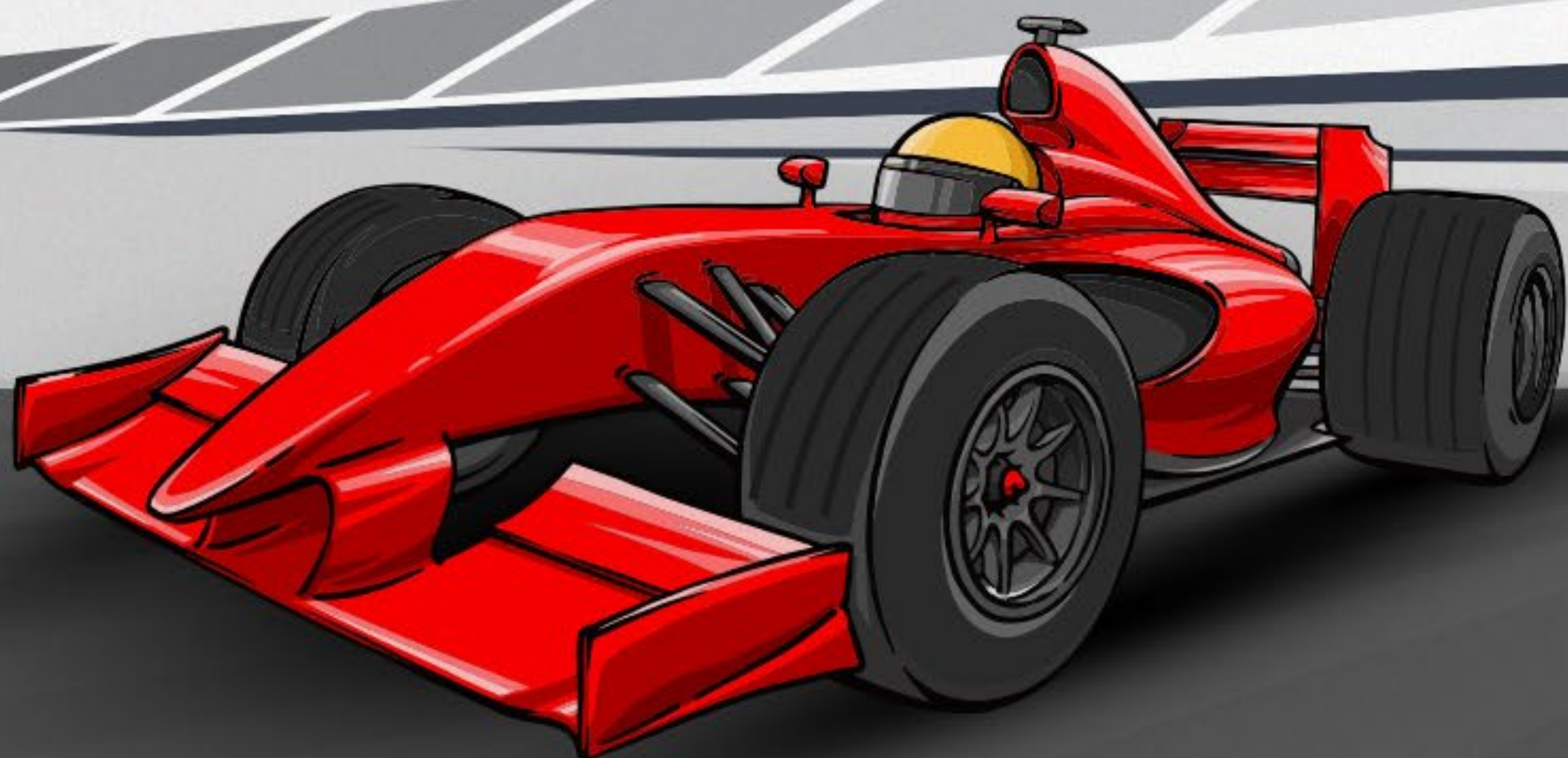


**If it does, your digital maturity  
must be high!**

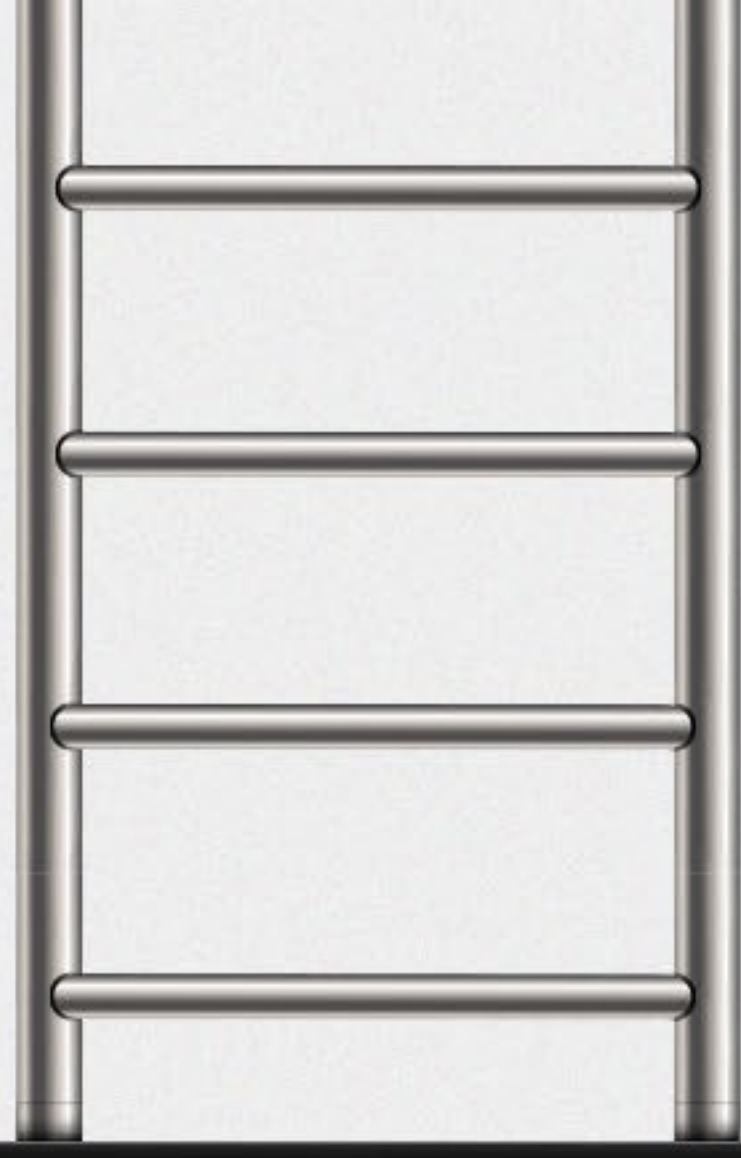




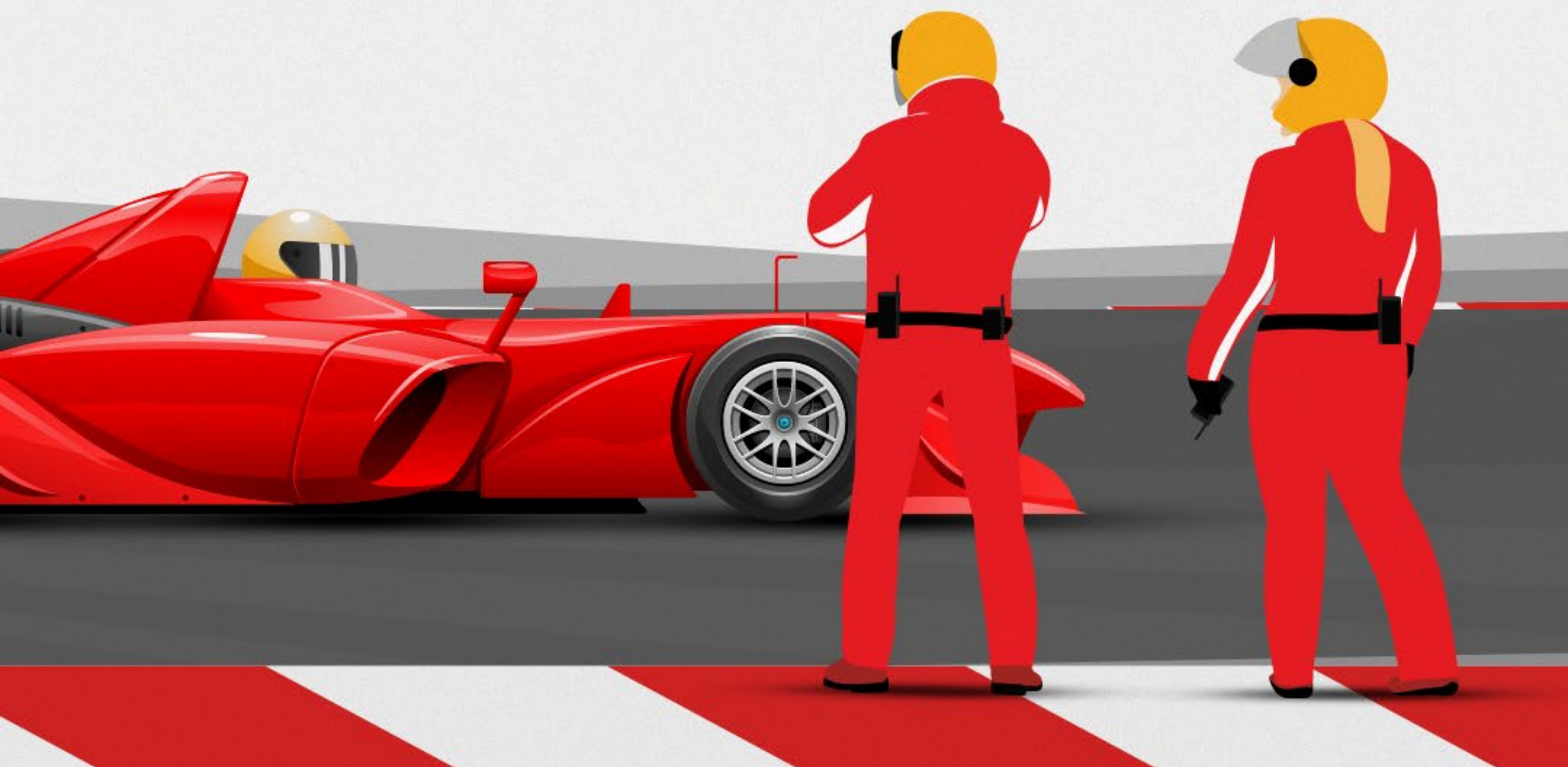
According to our research, collaborators in digitally mature companies leverage the digital ecosystem to **empower employees, bring personalized digital experience, and drive growth.**







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%)

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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

### Marketing Respondents

23%

58% vs. 35%

Evolving CX to HX

23%

69% vs. 46%

Agility

15%

77% vs. 62%

Collaboration



Unveil the importance of ESG





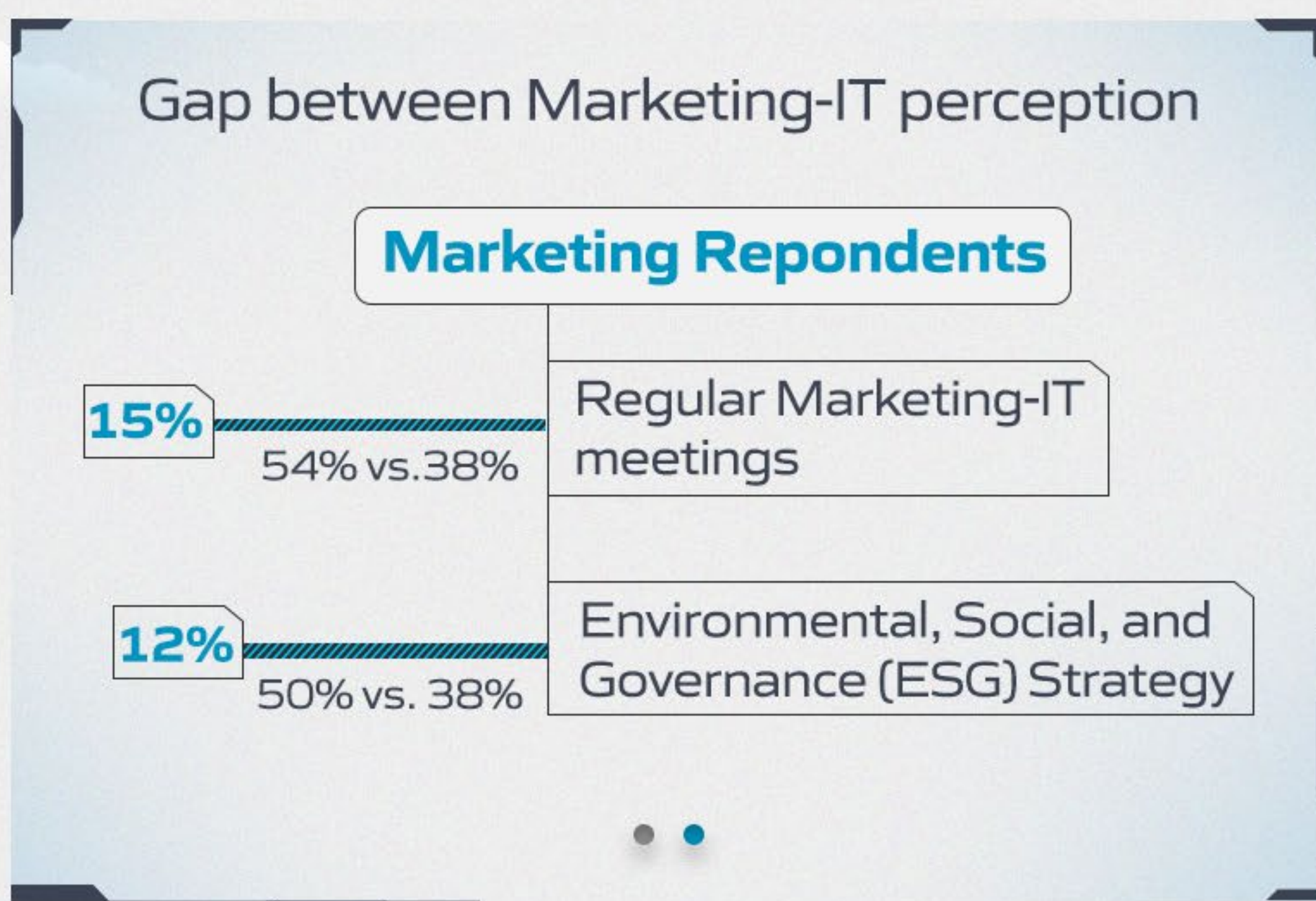
## 2 Devise the Right ESG Strategy

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

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





### 3 Foster Stakeholder Capitalism

Engage the key stakeholders in shared and sustained value creation for



Employees



Customers / Clients



Suppliers



Local communities



Society



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.

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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

Download this Report



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