

# Public note

Bruno Pedro

Wednesday, October 19, 2022

I think part of the challenge in marketing now is that you have social media champions within the organization today who've started a bottom-up effort to transform their businesses, but few of them have the momentum to break through the "glass" ceiling and get to the C-suite

---

Found on Marketing learns to speak the C-suite's language | McKinsey on 2022-10-19 19:11:08.

Tags: #c-suite #communication #leadership #persuasion #incentives