

Questions for the CEO:

1. **Revenue and Profit Trends:**

- What are the current trends in our revenue and profit over the past quarters? Are we meeting our financial targets?

2. **Market Share and Competitiveness:**

- How does our market share compare to our main competitors? Are we gaining or losing ground in key markets?

3. **Operational Efficiency:**

- What are the current operational costs, and how have they impacted our overall profitability? Are there areas where we can improve efficiency?

4. **Strategic Investments:**

- How have our recent investments (in technology, new markets, etc.) performed? Are they contributing positively to our growth and profitability?

Questions for the CMO:

1. **Campaign Performance:**

- How have our recent marketing campaigns performed in terms of reach, engagement, and conversion rates? Which channels are most effective?

2. **Customer Acquisition and Retention:**

- What are the current trends in customer acquisition and retention? Are we seeing improvements in customer loyalty and lifetime value?

3. **Brand Perception:**

- How is our brand perceived in the market? Are there any significant changes in brand awareness or sentiment that we should be aware of?

4. **Customer Insights:**

- What are the key demographic and behavioral insights from our customer data? How can we leverage this information to refine our marketing strategies and target new segments?