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# Next Generation of CMOs are Determined to Shake up Marketing Industry for the better, Tomorrow's CMO report finds

**Adobe Workfront report reveals more than a quarter (27%) of marketers are most motivated to become a CMO to innovate and change marketing for the better**

**Wednesday 22 September, 2021** — Research from the Adobe Workfront Tomorrow's CMO report, published today, reveals that the next generation of CMOs are motivated to reach the senior position to change the way marketing teams work.

The last 18 months have been some of the most challenging in business history. Widespread budget cuts and the pressure on the CMO to deliver faster decision making, faster creative processes, faster campaign delivery, and faster approvals has been more intense than ever. Despite this, almost every (99%) senior marketer surveyed aspires to be in the top role and for more than a quarter (27%) the biggest motivator to become CMO is the opportunity to innovate and change marketing for the better.

Doing more with less has focused the mind of many senior marketers on the processes and tools that will help them drive growth, whatever the challenge. They see the opportunity to drive marketing transformation by investing in ways to:

- Improve visibility into top business priorities and strategy (48%)
- Reduce repetitive or mundane tasks (36%)
- Reduce the distraction caused by using so many digital tools (43%)
- Create a single place for managing all work (37%)

"The next generation of CMOs are an inspiring generation of changemakers looking to improve the industry and the workplace," said Alvaro Del Pozo, vice president of International marketing at Adobe. "Our role as senior marketing leaders is to provide them with the resources, and the technology, to affect that positive change now."

The research, which surveyed 1,100 marketers, in the UK, Germany, the Netherlands, Sweden, and Australia explores how the pandemic has impacted their strategic, operational and creative approach to marketing leadership. The findings of the data build a picture of what these future CMOs will bring to the boardroom table in the future.

The report reveals tomorrow's CMO will display four key attributes:

- **Agents of change:** Marketers believe the way their team works must be managed strategically. 43% of them find that managing the business of work—the orchestration, execution and measurement of strategic work—is the biggest challenge facing the CMO of today.



- **Digital first:** The next generation of CMOs will turn to technology to solve this problem as seven in ten (70%) are ready to adopt digital tools, including work management, to help their teams work to the best of their ability.
- **Hybrid creatives:** The majority (71%) of marketers feel creativity suffered during the pandemic. As a result we will see a rise in hybrid-creativity among tomorrow's CMO. More than three-quarters (76%) plan to bring back face-to-face meetings to encourage creative thinking when workforces return to the office, while more than two thirds (68%) want to see investment in technology that fosters a culture of creativity and delivers clear creative processes.
- **Dexterous business leaders:** Tomorrow's CMO feels they need to develop a broad skillset in order to be dexterous leaders that help drive innovation and growth for their organisations. Those expanded skills include data analysis, financials, project management and coordinating workloads (31%), managing and motivating people (26%), and business strategies and digital transformation (21%)

"I'm energised by the drive and passion we see from my fellow generation of future CMOs", said Jada Balster, head of International marketing, Adobe Workfront. "Following the last 18 months of unbelievably challenging digital-first work, tomorrow's CMO is striving to shake up the industry and deliver not just outstanding work, but cultural change that will shape the future of the marketing ecosystem for the better."

Read the full [Tomorrow's CMO report](#) for more insights on the next generation of senior marketing leaders.

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