

The Changing Role of the CMO in Enterprise Sales

Participating in a TechPros Thought Leadership interview



Paul Skompskas Unsplash

TechPros.io facilitates industry learning for senior executives in business and technology roles. We do this through the production of rich industry content which combines desk research with first hand experiences and opinions from dozens of pre-selected contributors who participate in 30 min interviews. Interviewees find the experience intellectually stimulating and are curious to find out how their peer group are tackling similar challenges.

Book your interview here

Participation does not cost anything other than 30 minutes of your time. We call you on your preferred phone number. If you want to discuss your interview with **TechPros.io** or one of our Sponsors before agreeing to participate please email interviews@techpros.io with the theme you have been invited to interview for and a number to call you on.



The Changing Role of the CMO in Enterprise Sales

In recent years market changes have forced technology and professional services companies to rethink the sales and marketing process and reassess roles, priorities and objectives.

The interview seeks to uncover what's influencing change, the broadening scope of the CMOs responsibilities, the growing importance of customer experience, collaboration with buyers and customers, evolving marketing strategies, the changing marketing mix, skills requirement, ROI and the relationship with sales. A maximum of 50 of the UK's leading senior marketing leaders from Technology and Services companies selling to corporate and enterprise will be included.

Background reading to set some context for the interview

Forrester Marketing Insider **Accenture** **PWC**

An eBook will be published in May 2020 which will reveal the findings from the interviews and offer a guide towards navigating some of the challenges CMO's are facing today in their quest to help their organisations grow. **See here an example of how participants are acknowledged**

Get the chance to be invited to future Roundtable Events

Gain valuable insights learn and meet like-minded marketing peers who have contributed to the thought leadership programme in an intimate Roundtable session where challenges are voted on, explored in detail and solutions offered by all involved.

See an example of a previous Network Sunday sponsored eBook, entitled **Thought Leadership: Today's Sharpest Marketing Tool?**

Sponsor: **Network Sunday**
Facilitator: **TechPros.io**

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