

The Multifaceted Modern CMO

New leadership data from LinkedIn's 2024 Global Marketing Jobs Outlook report



Marketing leadership is expanding in scope and impact

CMOs are at the forefront of a transformative time in business. Tasked with juggling customer needs against market dynamics while navigating a tech revolution, they are seeing their agility and creativity tested like never before. To meet the moment, CMOs are growing their skill sets and developing diverse strengths for an increasingly multifaceted role.

CMO job trends

Findings from LinkedIn's 2024 Global Marketing Jobs Outlook Report show that while the number of **global CMO jobs saw a 47% drop from 2023 to 2024**, the average tenure remained steady, pointing to a **level of stability in the CMO role**.



B2B CMOs Around the Globe

- ▶ NAMER: **38%**
- ▶ EMEA: **30%**
- ▶ APAC: **24%**
- ▶ LATAM: **8%**

The two industries with the highest concentration of B2B CMOs are **Advertising Services (21%)** and **IT Services/Consulting (17%)**

Rethinking marketing leadership titles

Although the number of CMO jobs decreased year over year, our data points to a broader shift in the role's evolution, with versatile marketing leaders claiming new titles such as **Chief Brand and Analytics Officer**, **Chief Growth Officer** and **Chief Marketing and Communications Officer**.



"Marketing is as important as ever, if not more so. CMOs are now wearing multiplying hats. In addition to striving for creative excellence, CMOs are required to be experts in technology, people management, and finance and operations."

Lenovo CMO Emily Ketchen on the LinkedIn Collective



Fastest-growing skills for marketing leaders

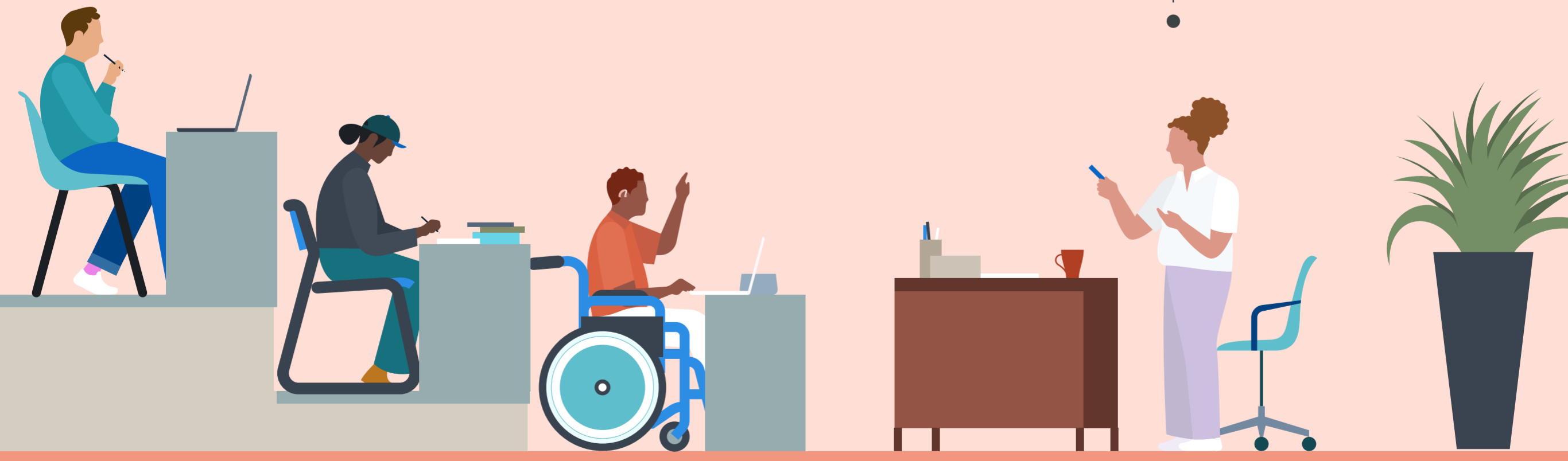
These are the top skills being added by CMOs to their LinkedIn profiles:

- | | |
|------------------------|-------------------------|
| 1 Sales and Marketing | 6 Brand Awareness |
| 2 Customer Acquisition | 7 Go-to-Market Strategy |
| 3 Analytical Skills | 8 Content Strategy |
| 4 Customer Experience | 9 Content Marketing |
| 5 Data Analysis | 10 Executive Management |

Where leaders are focusing their development

These are the top LinkedIn Learning courses that CMOs are engaging with:

1. Digital Marketing Foundations
2. What Is Generative AI?
3. JavaScript Essential Training
4. Introduction to Artificial Intelligence
5. Generative AI for Business Leaders



Growth Drivers: According to the latest B2B Marketing Benchmark data, **83% of CMOs say they are likely to hire this year.**

Explore the future of marketing, and how you can thrive: Check out the full **2024 Global Marketing Jobs Outlook**.