

## The essential qualities and attributes of the Marketing Manager

The questions are frequently asked by CEOs, CCOs and recruiters : how to define the essential qualities and attributes of a successful marketing manager ? What makes the difference between a marketer and a recognized marketing leader ? And what makes a winning marketing behavior versus one like another ?

The CMO Council, in partnership with a professional services company called Blueprints™, has defined a globally inclusive process to systematically decipher a distinct Formula for Success - exclusive to the CMO community. Blueprints has created a unique and internationally accepted model for discovering the 'DNA' of organizations, and has adapted their methodology to contextualize the "DNA of the Chief Marketing Officer". Below are the seven crucial enabling attributes that a successful CMO has to have, and seven critical disabling factors that a CMO cannot afford to have.

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### Enabling attributes

- ✓ **Customer-Centric**
  - Puts customer needs, wants and desires first
  - Owner of the customer experience
  - Works to activate customer loyalty and word-of-mouth advocacy
  
- ✓ **Digital Savvy**
  - Keeps abreast with the power of technology
  - Deep understanding of Web 2.0 technologies and platforms
  - Understanding of how to propel brand promise and message in a digital universe
  
- ✓ **Competitive Strategy Guru**
  - Big picture thinker
  - Anticipate customer behavior with data and predictive analytics
  - Knows the market inside and out
  
- ✓ **Strong Business Driver**
  - Sound grasp of business fundamentals
  - Maps routes to revenue and understands customer lifetime value
  - Activates front-line resources to maximize bottom line growth
  
- ✓ **Brand Advocate & Champion**
  - Passion for the brand and the business
  - Ensures consistency and accuracy of message
  - Delivers unified, consistent brand message to all customers (including internal corporate consultants)

- ✓ **Able to Secure Executive Support and Foster Cross-Functional Relationships**
  - Inspirational leader
  - Supports teams with valuable, targeted programs to drive business
  - Respect earned through measurable, consistent results
  
- ✓ **A Visionary & Thought Leader**
  - Master strategist
  - Embracing multi-channel, multi-level programs
  - Brand futurist

### Disabling factors

- ✗ **Lack of Accountability**
  - Failing to take ownership of actions
  - Blaming others for mistakes
  - Fostering a culture of blame
  
- ✗ **Failing to Follow Through and Execute**
  - Brand new strategy — same old execution
  - All planning — no follow-through
  - Lack of conviction in strategy
  
- ✗ **Poor Leadership**
  - Uninspiring
  - Adversarial to other teams and functions
  - All talk, no action
  
- ✗ **Out of Touch with Consumers' Needs**
  - Indifferent to consumers' feedback
  - Unable to aggregate complete view of the customer through data
  
- ✗ **Limited to the "ad and communications" Focus of Marketing, One-dimensional**
  - Media myopia
  - Spends more money to buy more eyeballs on brand
  - Sacrifices brand value for brand visual
  
- ✗ **Neglecting Quantifiable ROI**
  - Spendthrift without qualification
  - Engages in random acts of marketing
  - Using soft measures versus data and metrics to quantify results
  
- ✗ **Silo Mentality**
  - Discourages collaboration
  - Creates one-dimensional programs with limited scope and focus
  - Tracks individual programs instead of overall customer engagement

By courtesy of :



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