



# CIO & CMO

## THE NEW DYNAMIC DUO OF MARKETING

### THE DAYS OF SILOS AND SEPARATE DEPARTMENTS ARE SLOWLY COMING TO AN END

Companies are now seeing the value in changing their culture to focus on teamwork and joint projects. Two roles that are becoming fast friends are the **Chief Marketing Officer** and the **Chief Information Officer**. Even though they have vastly different portfolios and are situated at opposite extremes, there is now a reason for creativity and imagination to collaborate with technology.

Big data has caused some foundational changes in how we handle marketing challenges, and it's required a structural shift within companies. While there was once a large separation between the various executives, they're now more useful as collaborators and transparent teammates than as individual managers. There is now a revision in the expectations for marketing analysts, as it is becoming vital for information officers and marketing specialists to combine their expertise. The Chief Information Officer and the Chief Marketing Officer need to start aligning their plans so that they can be ready for the new obstacles that they'll encounter.

During this adaptation, it's likely that marketers will struggle with their new responsibility, as will information officers. This only further encourages the combination of their capabilities in order to maintain seamless progress. Each individual needs to be business-oriented instead of just focusing on their specialty – they must become business-literate.

There are a number of CMOs and CIOs that have been encouraged by their CEO and President to share office space so that they're not only forced to work alongside each other, but they develop a strong relationship based on mutual respect and friendship. CMOs need to shift over so that CIOs can move away from the back office and start playing a bigger role in the front. With the combination of marketing's creativity and information's technological capabilities, the incoming big data will be managed and analyzed in a much more structured manner.

# HERE ARE FOUR TIPS TO BRIDGING THE GAP BETWEEN CMO AND CIO:

## TRANSPARENCY

1.

When you have two different portfolios, it's very easy to develop two different plans, and this is the most predictable collision. Having daily conversations and shedding light on your proposals and meetings is an easy way to keep each other in the loop. This not only makes it easy to create cohesive plans, but it also helps with maintaining your budget.

## SHARE YOUR SPACE

2.

As was mentioned above, there are companies that have taken this collaboration so far that they've asked CMOs and CIOs to share an office space. Not every company needs to have their executives take on that level of commitment, but it can help with the early development of the relationship. Spending that much time with your co-worker is sure to bring out creative ideas, and if they're both looking in the right direction they'll find themselves coming up with more innovative plans.

## ALIGN YOUR TRACKS

3.

In order to have a successful partnership, you need to be looking in the same direction. Whereas there was once a time for executives to each stay within their own boundaries, it's now becoming more important to refocus so that marketing and information executives are business-oriented instead of only taking on marketing and technological responsibilities.

## FRIENDSHIP TRUST

4.

At the end of the day, we often work well with the people that we deeply respect and trust. In an executive position, it's crucial for you to believe in the work that your co-workers are doing. All of these tips focus on bringing your work together, but at the end of the day it's about developing a relationship that can push your business forward. That is most successfully done when everyone appreciates the work that each executive puts in everyday.

Closing the gap between marketing and information is a necessary step towards the new age of marketing. As executives start to take on new responsibilities and portfolios begin to adapt to the changing market trends, there is even more need for collaborations. These changes are best taken on at the foundational level so that cross-platform strategies and ventures become engrained into a company's culture.