

Marketing Transformation Leadership Forum



Discover marketing's true potential

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The Journey: We are emerging from a dark economic period into unfamiliar customer and consumer landscapes. Marketing must evolve, reframing its role and refreshing processes and talent if it is to deliver greater value.

Our participating organisations



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What is Marketing Transformation?

Too much of marketing is falling short of its true potential. In many businesses marketing is fragmented, tactical, peripheral to strategy. Does it have to be that way when it could be so much more?

Marketing Transformation describes the journey that marketing must take in order to multiply the value it delivers, by evolving from a specialist function into a wider, cross-disciplinary profession. And in doing so, it can help marketing practitioners evolve from service providers into something more powerful – influencers, innovators, customer advocates, owners of a company's vision and guardians of its customer experience.

Tackling the challenge

The Marketing Transformation Leadership Forum is a unique discovery programme brought to the profession through a unique partnership between The Chartered Institute of Marketing and Thomson Reuters.

At the heart of this group is a collection of senior managers from seventeen major, international organisations. The group meet regularly and collaboratively to create and share ideas, insights and practical solutions to help our discipline navigate and progress on this journey.



Support for your own transformation journey

Driving change and progress in marketing

- The transformation journey
- Marketing capability
- Customer experience management
- Customer centricity
- Measurement and ROI
- Sales enablement

And that's just year one.

Resources to help shape your debate

Reports, case studies, video interviews, blogs.

No fee, no prerequisites, no registration.

Follow our progress online.

This is our profession to shape. Join us.

Access resources and get involved at www.marketing-transformation.com

