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Next Level CMO

How the role of marketing changes completely

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Target audience: CMOs, marketeers and all those who aspire to become one

In the 21st century, marketing is up for dramatic change – and the CMO role is changing with it. 20th-century marketing was defined by mass production and mass communication. This required an inside-out logic that began with the product and ended with the consumer. Today's marketing operates the other way around: it starts with the people and their experiences and works its way backwards to products, technologies and processes.

This book profiles marketeers and CMOs from leading brands such as Banana Republic, G-Star RAW, Generali, Gucci, Jägermeister, smart, Tony's Chocolonely, VW brand MOIA, Zalando and many more. What are their views, how do they understand marketing and their role, and what profile will the CMO need in the future to meet the challenges of marketing today?

With the CMOs and marketeers of leading brands such as:

Lena Jüngst, *air up* / Ana Andjelic, *Banana Republic* / Maurizio Barucca, *Barmer* / Patricia Corsi, *Bayer* / Martin Drust, *FC St. Pauli* / Thomas Zimmermann, *Free Now* / Gwenda van Vliet, *G-Star RAW* / Isabelle Conner, *Generali* / Maria von Scheel-Plessen, *Gucci* / Jenny Gruner, *Hapag-Lloyd* / Felix Jahnen, *Jägermeister* / Volker Weinlein, *kiukiu* / Sven Markschläger, *Krombacher* / Justina Rokita, *MOIA* / John Schoolcraft, *Oatly* / Jenny Fleischer, *Ottobock* / Björn Schick, *smart* / Beate Rosenthal, *Stada* / Michael vom Sondern, *tesa* / Jakob Berndt, *Tomorrow* / Ynzo van Zanten, *Tony's Chocolonely* / Debora van der Zee, *Unilever* / Laura Eschricht, *Zalando*